

Voice of the Industry: Retailing

September 2022

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Consumers prioritise grocery shopping, while retailers expand non-grocery assortment

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Key factors impacting digital transformation in 2022

Reinvention of last mile operations is expected to show the biggest increase in impact More than 75% of global professionals estimate e-commerce penetration at below 20% Percentage of consumers who shop via mobile devices differs across regions Half of retail professionals implementing omnichannel strategy face integration difficulty

RETAILERS BALANCE OFFLINE VERSUS ONLINE PRESENCE

COVID-19 pandemic caused permanent changes in consumer behaviour

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About Euromonitor International

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 country-specific local insight and comprehensive data, unavailable elsewhere.

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