

# World Market for Retailing

March 2022

Table of Contents

About the report

Key takeaways

Global retailing shows strong rebound during 2021

Economic recovery and strategic shifts offer springboard for growth

Channel shifts accelerated by the pandemic remain in motion

Continued e-commerce development accelerates growth in non-store retailing channel

Asia Pacific to remain the biggest region for retail sales

China to surpass the US with highest retail sales globally in 2022

Market consolidation continues in Asia Pacific, while other regions see slow down

Walmart retains global leadership, but e-commerce players break geographical barriers

E-commerce platforms from Asia Pacific dominate top-performing company ranks

Top trends shaping the retailing industry in 2022

1. Bracing for Supply Chain Recovery : In the midst of price inflation

Supply chain constraints and increased shipping costs lead investments in fulfilment

2. Rethinking Role of the Store: From dark stores to experiential centres

Finding balance between efficiency and engagement, new models to redefine ROIs in retail

3. Delivery in Minutes: Defining industry metrics on speed

Accuracy and choice next areas for development of quick commerce fulfilment

4. Digital as the Default: Defining strategy across all stages of consumer journey

Accelerating investments in device-enabled commerce on agenda for most retailers

5. Into the Metaverse Shop: Aspirations of an experiential retailer

Zepeto, Roblox and Decentraland pave way for engagement and new forms of commerce

Strategic priorities for retailers will significantly change over the forecast period

Key takeaways

Global channel spotlight: Grocery Retailers

Global channel spotlight: Non-Grocery Specialists

Global channel spotlight: Mixed Retailers

Global channel spotlight: Non-Store Retailing

Regional industry spotlight: Asia Pacific

Regional industry spotlight: Australasia

Regional industry spotlight: Western Europe

Regional industry spotlight: Eastern Europe

Regional industry spotlight: North America

Regional industry spotlight: Latin America

Regional industry spotlight: Middle East and Africa

## About Euromonitor International

Euromonitor International is an independent market intelligence provider. Data, insight and analysis stem from in-the-field research spanning 210 national markets.

Content ranges from the in-depth and country-specific, to key strategic themes with a global range and significance. Products cover a comprehensive range of insights and market data, but can be broadly categorised as:

- **Strategy Briefings:** Global or regional in scope, and focussing on the most important themes shaping consumer demand, the key markets, competitive environment and future outlook across a range of industries.
- **Company Profiles:** Analysis dedicated to the world's most significant companies, with detailed insight into their activities, focus of operations, their competitors, their geographic presence and performance.
- **Country Reports:** For an in-depth understanding of specific countries, whether by industry, economic metrics or consumer trends and lifestyles. These reports cover current trends, consumer demand, market potential and future prospects, with country-specific local insight and comprehensive data, unavailable elsewhere.

For more information on this report, further enquiries can be directed via this link [www.euromonitor.com/world-market-for-retailing/report](http://www.euromonitor.com/world-market-for-retailing/report).