

# General Merchandise Stores in Australia

March 2024

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## General Merchandise Stores in Australia - Category analysis

# **KEY DATA FINDINGS**

#### 2023 DEVELOPMENTS

Department store sales slow amid cost-of-living crisis Variety stores experience downward pressure from grocery retailers Retail media is a focal point for David Jones

## PROSPECTS AND OPPORTUNITIES

General merchandise stores to experience further pressure from hypermarkets and specialists Variety stores set to adapt strategies amid economic challenges by focusing on diverse offerings and competitive pricing Continuous investment by department stores in omnichannel strategy

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