

# Competitor Strategies in Retail

May 2024

Table of Contents

## INTRODUCTION

Scope

Key findings

## OVERVIEW

Companies at a glance

Walmart enhances its market position by diversifying its offerings both online and offline

The rise of Chinese e-commerce platforms reshapes global retail

The dynamic expansion of upstart China-affiliated retailers challenges the industry giants

Retailers prioritise their principal brands, yet embrace collaboration for audience expansion

## STRATEGIES IN RETAIL

Retailers are prioritising these five focus areas in their business strategies in 2024

Retailers' sustainability strategies are evolving from isolated initiatives to a holistic approach

Case study: IKEA pushes its supplier partners to be more responsible

Retailers adapt to consumers' cautious spending and economic pressures

Case study: Lidl develops a gamified loyalty app

Retailers prioritise back-end operations to achieve profitability

Case study: Zabka Nano optimises operations while minimising its environmental footprint

Leveraging retail media networks unlocks growth opportunities

Case study: Walmart Connect expands its reach in retail media with in-store opportunities

Generative AI reshapes retail

Case study: Myntra by Flipkart introduces a virtual stylist powered by generative AI

## CONCLUSION

E-commerce giants continue gaining momentum

Key takeaways for retailers

About Euromonitor's Syndicated Channels Research

### 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/competitor-strategies-in-retail/report](https://www.euromonitor.com/competitor-strategies-in-retail/report).