



Euromonitor
International

Shoppers Are Redefining Value in Retail Amid a New Economic Reality

March 2025

EXECUTIVE SUMMARY

Why read this report?

Key findings

INTRODUCTION

Retail Reinvention Framework

Consumers today are wary of rising costs, but low prices are not their only concern

What is value?

THE CHANGING CONCEPTION OF VALUE

Consumers rethink their spending

The shopping experience is becoming more integral to consumer perception of value

The context of a purchasing decision has a big impact on value perception

H&M tailors its offerings to suit diverse consumer needs and budgets

Decathlon delivers value tailored to sports expertise and budget needs

Retailers move towards delivering value through a more holistic shopping experience

Apple employs a value-based approach to drive demand and ensure profitability

REMA 1000 stays competitive by adjusting real-time prices on electronic shelf labels

Retailers must adapt to align with the evolving consumer conception of value

WINNING WITH “EVERYDAY LOW PRICES”

In a value-conscious era, the appeal of discount retail is stronger than ever

Discounters and warehouse clubs are thriving in an era of budget-conscious shoppers

George Weston launches a new small-format, limited-SKU discounter chain in Canada

Carrefour brings its successful Brazilian warehouse club banner to Europe

Variety stores provide a safe haven for cash-strapped shoppers

Action's store expansion strategy in Europe helps spur remarkable sales growth

Discount-orientated online retailers are shaking up the e-commerce space

Amazon launches its own online “discount store” to stave off Temu and Shein

The allure of “everyday low prices” remains a powerful advantage for discount retailers

PROVIDING VALUE BEYOND LOW PRICES

Providing value extends beyond simply offering low prices

Loyalty, personalisation and exclusivity emerge as the new beacons of value

Digital tools empower, but offering differentiated value comes with its own challenges

Lookfantastic's debuts in physical retail to offer its customers an enriched experience

Food retailers focus on delivering value via quality rather than digitalisation or price

REWE opens an exclusive plant-based supermarket in Berlin

Online players are not immune to shifts in the definition of value

Chewy, the leading US pet care e-commerce retailer, forays into pet healthcare

Retailers must embrace a holistic vision of value to deliver sustainable growth

CONCLUSION

Recommendations for growth

Evolution of value in the retail sector

Questions we are asking

SHOPPERS ARE REDEFINING VALUE IN RETAIL AMID A NEW ECONOMIC REALITY

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For more information on this report, further enquiries can be directed via this link www.euromonitor.com/shoppers-are-redefining-value-in-retail-amid-a-new-economic-reality/report.