



Euromonitor
International

Global Overview of the Wholesale and Retail Industry

August 2022

INTRODUCTION

Scope

Examining four trends shaping the retail and wholesale industry

Key trends impacting the industry in 2022

GLOBAL OVERVIEW

Retail and wholesale to record slower growth amid persisting disruptions

After swift recovery in 2021, growth is set to stabilise

China and the US continue to dominate global industry

Cost increases are expected to be passed on to consumers

Rising energy and food prices pressure retail and wholesale industry

Inflation breaks record heights in 2022

LEADING COMPANIES

Amazon strengthen its position within the industry, while Walmart remains the leader

Global economic challenges result in declining number of companies in many countries

Australia and Spain continues to have the highest concentration within the industry

GLOBAL OUTLOOK

China, the US and emerging economies to lead the industry's future growth

Southeast Asia and Eastern Europe forecast to record among the fastest growth rates

Key future trends shaping the global industry

COUNTRY SNAPSHOTS

USA: Strong rebound in consumer demand helped to achieve full recovery over the year

Gradual industry's growth is expected, yet inflation and understaffing pose future challenges

China: Zero-COVID policy may impede faster industry growth in the near term

Demand for low-price products to support growth of Chinese wholesale

Japan: Among the slowest growth rates compared to other top countries

Retail to drive the industry's expansion, yet workforce shortages threaten growth

Germany: Growth to be challenged by rapidly rising costs

Recovery in retailing and sale, maintenance and repair of motor vehicles to support growth

India: Industry to witness strong growth over the forecast period

Wholesale to drive the industry's expansion

France: Subdued near-term growth amid rising inflation and soaring energy prices

Retail to lead the industry's growth over the forecast period

UK: Industry's gradual growth to be supported by strong wholesale performance

E-commerce will continue to shape the UK retailing landscape

Italy: Slower post-pandemic recovery results in subdued growth prospects

Italian retail to be shaped by sustainable practices

Russia: Sharp contraction following Russian invasion of Ukraine

Extensive sanctions and economic downturn to drag down the industry's future growth

Canada: Growth in turnover to be strong, exceeding pre-pandemic levels

Sale, maintenance and repair of motor vehicles to lead growth

Definitions

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/global-overview-of-the-wholesale-and-retail-industry/report.