



Convenience Retailers in Italy

March 2024

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KEY DATA FINDINGS

2023 DEVELOPMENTS

Convenience retailers come under pressure due to challenges both inside and outside the country
Convenience retailers invest in providing maximum convenience to differentiate from the competition
Sustainability a growing influence on the strategies of convenience retailers

PROSPECTS AND OPPORTUNITIES

Proximity, convenience and affordability set to be key influences on the category's growth prospects
Digitalisation to lead innovation in convenience retailers
Updating and modernising set to take precedence over new outlets

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Retail in Italy - Industry Overview

EXECUTIVE SUMMARY

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Convenience remains a key focus of consumers and retailers as Italians lead increasingly busy lives
Sustainability in 2023 and onwards,
What next for retail?

OPERATING ENVIRONMENT

Informal retail
Opening hours for physical retail
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