



**Euromonitor  
International**

# Competitor Strategies in Retail

May 2025

Table of Contents

## INTRODUCTION

Key findings

Retailers navigate disruption, innovate, and face rising competition

## OVERVIEW

Companies at a glance

Walmart remains the global leader in retail

Amazon maintains e-commerce dominance, while ByteDance rapidly gains share

Retailers face growing challenges in global expansion amid tariff pressures

Retailers balance global brand consistency with local relevance

Amazon set to lead global retail by 2026, fuelled by e-commerce growth

## STRATEGIES IN RETAIL

Retailers are prioritising these five focus areas in their business strategies in 2025

Social media is becoming a core component of strategies for retailers

Retailers embrace social media as a strategic sales and engagement channel

Facing a limit to price cuts, retailers continue to enhance their value propositions

Retailers continue to invest in shoring up their value propositions

Wellness becomes a strategic pillar in retail experience creation

Retailers redefine the in-store experience through wellness-centred offerings

Retailers move from hype to strategy as GenAI drives real consumer and business value

Retailers are using GenAI to improve speed, personalisation, and efficiency

Retailers navigate tariff turbulence

Tariffs are forcing retailers to rethink supply chains and pricing models

## CONCLUSION

Retail is evolving, demanding a balance between long-term vision and real-time agility

## CONCLUSION

Recommendations for growth

## APPENDIX

Projected company sales: FAQs

## CONCLUSION/APPENDIX

About Euromonitor's Syndicated Channels Research

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