

The World Market for Retail

April 2025

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Our expert's view of retail in 2024 Retail snapshot Key findings

INTRODUCTION

Growth in global retail is now powered by e-commerce and consumers in Asia Pacific Top five trends in retail Top five trends uncovered Drivers of consumer markets and impact on retail A travel recovery boosts retail, but foodservice and snacks dynamics pose challenges

STATE OF THE INDUSTRY

Global retail sales record subdued but positive growth in 2024 E-commerce powers global retail sales gains in 2024 Offline retail struggles as consumers continue to limit discretionary spending The global retail sector's centre of gravity shifts towards Asia Pacific Concerned about price increases, consumers are rethinking their retail spending

COMPANIES

E-commerce marketplace operators dominate the top of 2024's retail rankings Online marketplaces now account for the lion's share of retail sales growth Consolidation in the retail industry increases

FUTURE OUTLOOK

2025 will mark a watershed moment for retail e-commerce In 2029, China is expected to surpass the US as the world's foremost retail market With e-commerce in the ascendant, the outlook for offline retail is restrained Asia Pacific will be in the driver's seat of global retail for years to come

CONCLUSION

Amidst uncertainty, e-commerce and Asia Pacific consumers are lifting retail sales Opportunities for growth Our expert's view of retail by 2029

APPENDIX

Retail sales by channel in 2024 About Euromonitor's Syndicated Channels Research

About Euromonitor International

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