

# General Merchandise BRICS: Consumption, Demand, Sales, Competitor and Forecast 2016 – 2021

*General Merchandise BRICS Market  
2016 Analysis and Forecast to 2021*

PUNE, INDIA, December 22, 2016  
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## Summary

"Retail Sales of Value, variety stores and general merchandise retailers in BRICS Nations: Market Size, Growth and Forecast to 2020" provides detailed historic and forecast statistics on retail sales from 2010 to 2020 taking place at "Value, variety stores and general merchandise retailers" for each category at country and segment level. The segment level analytics are provided for the following product categories: (where applicable)

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- Apparel, accessories, luggage and leather goods
- Books, news and stationery
- Electrical and electronics
- Food and grocery
- Furniture and floor coverings
- Health and beauty
- Home and garden products
- Music, video and entertainment software
- Sports and leisure equipment

Research categorizes "Value, variety stores and general merchandise retailers" as stores that sell inexpensive items, especially cleaning supplies, toys and confectionery, at a single or limited number of price points, and are often named after the price of the merchandise. General merchandise includes all stores that offer a wider selection of primarily non-food goods at inexpensive prices. "Retail Sales of Value, variety stores and general merchandise retailers in BRICS Nations: Market Size, Growth and Forecast to 2020" report is the result of Verdict Retail's extensive market research covering the retail industry in BRICS Nations. The report acts as an essential tool for companies active across the BRICS Nations' retail industry and for new players considering entering the market. The comprehensive statistics within the report provides insight into the operating environment of the market and also ensures right business decision making based on historical trends and industry model based forecasting.



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Countries covered in this report: Brazil, Russia, India, China and South Africa.

## Key Findings

- Overview of the Value, variety stores and general merchandise retailers retail sales in BRICS Nations
- Analysis of Value, variety stores and general merchandise retailers market and its retail sales for various product categories
- Historic and forecast retail sales value for the period 2010 through to 2020
- Category wise analysis of retail sales via Value, variety stores and general merchandise retailers

## Synopsis

Verdict Retail's, "Retail Sales of Value, variety stores and general merchandise retailers in BRICS Nations: Market Size, Growth and Forecast to 2020" is a comprehensive market review of retail sales taking place at Value, variety stores and general merchandise retailers across BRICS Nations. The report further provides retail sales values split by product categories and their associated segments. (Wherever applicable)

## Reasons to Buy

- Provides you with sales figures of Value, variety stores and general merchandise retailers market in BRICS Nations
- Allows you to analyze market with the help of detailed historic and forecast retail sales value, segmented at a category level.
- Provides you with historic sales value by category in Value, variety stores and general merchandise retailers market
- Allows you to plan future business decisions using the report's forecast figures for the market.

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