

# Retailing in Australia Market Analysis 2017 (By Segment, Key Players and Applications) and Forecasts To 2021

*Retailing in Australia Market 2017 Share, Trend, Segmentation and Forecast to 2021*

PUNE, INDIA, July 5, 2017 /EINPresswire.com/ -- Summary

"[Retailing in Australia](#), Market Shares, Summary and Forecasts to 2021" provides data for historic and forecast retail sales, and also includes information on the business environment and country risk related to Australian retail environment. In addition, it analyzes the key consumer trends influencing Australian retail industry.

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Retail sales are set to grow by nearly A\$60 billion between 2016 and 2021 as the population increases and the economy continues to grow. Some of this growth will be driven by price inflation but volumes will also rise as consumer confidence remains strong. The online channel is outperforming all other channels and its share of total retail spending will grow its share of the market from 7.1% to 9.6% by 2021. The stability of the Australian market and its rising population have attracted many international retailers which has made it far more competitive for local players, leading to recent casualties. This competition will intensify as more international retailers enter the market.

What else does this report offer?

- In-depth analysis of the latest trends in consumer shopping, covering the factors driving shopping, consumer insights, market dynamics (covering 26 product categories),
- The report also details major retailers in each category group with their product proposition analysis and market positioning in 2016 along with recent key developments
- Market insights based on consumer trends, changing economic and demographic factors, technology innovations, and other macroeconomic factors
- Retail sales and the fastest-growing product categories, which include Clothing, Footwear, Books, News and Stationery, Electrical and Electronics, Food and Grocery, Health and Beauty, Furniture and Floor Coverings, Home and Garden Products, Music, Video and Entertainment Software, Sports and Leisure Equipment, Jewelry, Watches and Accessories, and Luggage and Leather Goods
- Qualitative and quantitative insights of changing retail dynamics across various channels

Scope

- Australian retail market is forecasted to grow at a CAGR of 4.1% during 2016-2021
- Clothing & footwear to produce steady, but slowing, growth in forecast period
- International brands increasing competition in the market
- Retailers are using new formats and propositions to drive sales
- Private labels are gaining popularity with consumers
- Big retailers to face challenges with Amazon's expansion
- Electricals market to register significant growth in the forecast period
- Fashion retailers threaten big players in homewares
- Home improvement and gardening retailers maintain their lion's share in home category

group

#### Reasons to buy

- Gain comprehensive knowledge on 26 product categories in Australian retail market and develop a competitive advantage around consumer behavior trends from the start of your supply chain
- Explore novel opportunities that will allow you to align your product offerings and strategies to meet demand by analyzing the vital economic and population trends, and key consumer and technology trends influencing the retail market
- Investigate current and forecast behavior trends in each category to identify the best opportunities to exploit
- Analyze the recommended actions to align your marketing strategies with the crucial trends influencing consumer behavior
- Understand the fastest-growing categories in the market with insights on the performance of individual product categories, across key channels from 2011, with forecasts until 2021
- Analysis of key international and domestic players operating in Australian retail market - including store counts and revenues that give you a competitive edge and identify opportunities to improve your market share.

#### Table of Content: Key Points

Key Findings

The State of the Nation

The State of Retail

Clothing & Footwear

Food & Grocery

Electricals

Health & Beauty

Home

Others

Methodology

...Continued

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Norah Trent

wiseguyreports

+1 646 845 9349 / +44 208 133 9349

[email us here](#)

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