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Future forecasts and historic market data can improve market and strategic planning- Understand which channels and products will be the major winners and losers in the coming years- Know the share of sales between different products in your key channels and how this will develop- Assess the impact of economic recession and recovery on market growth

Summary

Why was the report written?

"The Future of Retailing in Philippines to 2016" is based upon an extensive, cross-country, industry research program which brings together Canadeanâ€™s research, modelling and analysis expertise in order to develop uniquely detailed market data. It provides detailed quantitative analysis of past and future trends - crucially providing retail sales data not just by channel and by product, but showing product sales through different channels. This allows marketers interested in retailing to determine how to account for the development of retail trade overall and to know which channels are showing growth for which products in the coming years. It aims to capture the shift to new channels depending on the country, the effects of recession, shifting consumer behaviour; thereby providing timely, highly comparable analysis of the retail markets. Data sets are provided for 2006 through to 2016, with actuals being provided for 2011. All initial market sizing and analysis is conducted in local currency in order to ensure local trends are reflected in the data before conversion into other currencies.

What are the key drivers behind recent market changes?

Consumers have been reacting to the effects of the global recession and the following recovery period on their discretionary spending â€“ retail markets have been no exception. While the country by country market changes have varied, nowhere has been left totally untouched.This report quantitatively examines the components of change in the market by looking at historic and future growth patterns â€“ how changes in consumersâ€™ behaviour have affected retail sector for different product categories and channels. http://www.bharatbook.com/market-research-reports/retail-market-research-report/the-future-of-retailing-in-philippines-to-2016.html

What makes this report unique and essential to read?

This report provides detailed data on the size and development of retail sales of individual product types through specific retail channels and formats in Philippines. It provides a detailed and comprehensive quantitative analysis of the trends affecting market development through both historic and forecast data. Business Research

Scope

Detailed category coverage is provided, covering 25 products, across eight product groups that include: Apparel, Accessories and Luxury Goods, Book, News and Stationery, Electricals and Electronics, Food and Grocery, Furniture and Floor Coverings, Home and Garden Products, Music, Video and Entertainment Software, and Sports and Leisure Equipment.

Detailed channel coverage is provided, covering 17 products, across four channel groups that include: General Retailers, Specialist Retailers, Value Retailers, and Online Retailers.

Forecasts allow marketers to understand the future pattern of market trends, from winners and losers to category and channel dynamics, and thereby quickly and easily identify the key areas in which they want to compete in the future

Reasons To Buy

The report provides a unique mix of highly granular market data, based upon detailed industry research, in order to offer a quantitative insight into the trends and dynamics of the retail market in Philippines.

Custom segmentation of the market provides unique data and insights for marketers on the value sales of product categories and retail channels, to give unparalleled insight into the market.

Key Highlights

Three channels continue to lead sales in the Philippines retail industry; these are: Hypermarkets, supermarkets and hard-discounters, Convenience stores and gas stations; and Food and drinks specialists. Together, they account for more than 50% of the countryâ€™s retail sales.

The share of online retailing in Philippines is very low, and is expected to be less than 1% through 2016.

For more information kindly visit :

The Future of Retailing in Philippines to 2016

Or

Bharat Book Bureau

Tel: +91 22 27810772 / 27810773

Fax: + 91 22 27812290

Email: info@bharatbook.com

Website: www.bharatbook.com

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Retail, Philippines, Demand Forecast, Market, Market Research Reports

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