Mass Merchandisers - US - March 2015

Report Price: £2466.89 | $3995.00 | €3133.71

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"Mass merchandisers are well-positioned to continue being a primary part of customers' shopping journeys because of consumers' continued emphasis on wanting value and convenient shopping solutions."
– Diana Smith, Senior Retail & Apparel Analyst

This report looks at the following areas:

- What role do Hispanics and Blacks play for mass merchandisers?
- How can mass merchandisers enrich their customers' shopping experiences?
- How is online and mobile shopping changing the landscape?

Total US retail sales at mass merchandisers exceeded $600 billion in 2014, an increase of almost 1/3 from 2013. Sales are expected to grow steadily through 2019 to to become almost 20% higher versus 2014. This growth is being influenced by the growing US population, namely Hispanics and Blacks, who are important to the market. Consumers' continued emphasis on convenience and obtaining low prices in spite of signs of economic recovery will keep them coming to mass merchandisers.

DID YOU KNOW?

This report is part of a series of reports, produced to provide you with a more holistic view of this market

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