

Brand Overview: Retail - UK - October 2019

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“Big name retailers including eBay and Paperchase have sought to raise the profile of small local businesses, while at the same time creating a more community-focused image for themselves. This raises the question of whether there are significant opportunities to investigate the potential benefits of incubating start-ups.”

Richard Hopping, Senior Brand and Household Analyst

This report looks at the following areas:

The ranking of brands by the proportion of consumers who have used them in the last 12 months demonstrates the impact of many ongoing trends in the retail space. The continued development of online retail, the move towards discount retailers and the changing habits of grocery shoppers towards convenience retailers are all evident with the recent usage of Amazon, Aldi and Tesco Express.

Big-name retailers including Amazon, eBay and Paperchase have sought to raise the profile of small local businesses, while at the same time creating a more community-focused image for themselves. This raises the question of whether there are significant opportunities to investigate the potential benefits of incubating start-ups, in much the same way as we have seen this become more popular in consumer packaged goods (CPG) sectors.

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