Retailing in Australia - Market Summary and Forecasts; Comprehensive overview of the market, consumer, and competitive context, with retail sales value and forecasts to 2019

Description:

Summary
The retail sector in Australia saw steady growth over the past few years and the trend is set to continue through to 2019. Strong domestic demand, increasing disposable incomes, and improving macroeconomic factors are touted to be the major factors driving growth of retail sector in the country. The increasing penetration of the internet and mobile devices is fueling the growth of sales through the online channel, and the trend is expected to gain further traction over the next five years.

Key Findings
- Increasing Social Media Penetration - An opportunity for retailers
- Increasing number of consumers preferring the private label brands
- Australians increasingly using mobiles for shopping
- Growth in tourism sector to boost retail spending
- Food and grocery is the largest sector accounting for 57% of the overall retail sales in 2014

Synopsis
“Retailing in Australia - Market Summary and Forecasts, 2014-2019” provides data for historic and forecast retail sales, and also includes information on the business environment and country risk related to the Australia retail environment. In addition, it analyses the key consumer trends influencing the Australia retail industry.

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), and reviews of the latest best practice in online retail site design
- Market insights based on consumer trends, changing economic and demographic factors, technology innovations, and other macroeconomic factors.
- Retail sales and fastest growing product categories that includes 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; Luggage and Leather Goods
- Qualitative and quantitative insights of changing retail dynamics across various channels

Reasons To Buy
- Gain a comprehensive knowledge on 26 products across 12 product sectors in the Australia retail market and develop a competitive advantage around consumer behaviour 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, key consumer, and technology trends influencing the retail market
- Investigate current and forecast behaviour 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 performance of individual product categories, across key channels from 2009, with forecasts until 2019

- Analysis of key international and domestic players operating in the Australia retail market - including store counts and revenues that give you a competitive edge - identify opportunities to improve your market share

Contents:

1 Introduction
   1.1 What is this Report About?
2 Executive Summary and Outlook
3 Market Context
   3.1 Resilient economy offers abundant growth opportunities for retailers
      3.1.1 Robust economy with growth potential - A positive sign for retailers
      3.1.2 Rise in savings rate is a concern for retailers
      3.1.3 Services sector continues to be the major sector for employment
      3.1.4 Moderate inflation levels to benefit retailers
      3.1.5 Steep rise in consumption expenditure- a key factor to reckon with
      3.1.6 Increasing urbanization offers growth opportunities for retailers
   3.2 Steady growth of population and increasing income levels to boost retail spending
4 Australian Shoppers
   4.1 Australians prefer to shop through mobile devices
   4.2 Online Shoppers are preferring offshore retailers over domestic retailers
   4.3 Surge in usage of social media affecting the purchasing decisions
   4.4 Rise in private label and discounted products sales
   4.5 Consumers inclining towards omni-channel shopping
   4.6 Growth in tourism sector to boost retail spending
5 Doing Business in Australia
   5.1 Summary
      5.1.1 Bureaucracy
      5.1.2 Business culture
      5.1.3 Infrastructure and logistics
      5.2 Business reforms in Australia
      5.3 Laws for foreign investors
6 Internet and Technology
   6.1 Broadband, Mobile Phone, and Internet Users
      6.1.1 Increasing Social Media Penetration - An opportunity for retailers
7 Retail Topline
   7.1 Total Retail
      7.1.1 Online Sales and Growth
   7.2 Summary of product sectors
      7.2.1 Share of key product sectors
      7.2.2 Key product sectors
   7.3 Summary of channels
      7.3.1 Spend per Channel
      7.3.2 Online Penetration of Key Product Sectors
8 Retail - Product Sectors
   8.1 Product Sector Analysis
      8.1.1 Clothing
      8.1.2 Footwear
      8.1.3 Books, News, and Stationery
      8.1.4 Electrical and Electronics
      8.1.5 Food and Grocery
      8.1.6 Health and Beauty
      8.1.7 Furniture and Floor Coverings
      8.1.8 Home and Garden Products
      8.1.9 Music, video, and entertainment Software
      8.1.10 Sports and Leisure Equipment
      8.1.11 Jewelry, Watches, and Accessories
      8.1.12 Luggage and Leather Goods
9 Retailers
9.1 Clothing
9.2 Footwear
9.3 Books, news, and stationery
9.4 Electrical and Electronics
9.5 Food and Grocery
9.6 Health and Beauty
9.7 Furniture and Floor Coverings
9.8 Home and Garden Products
9.9 Music, Video, and Entertainment Software
9.10 Sports and Leisure Equipment
9.11 Jewelry, Watches, and Accessories
9.12 Luggage and Leather Goods
10 Appendix
10.1 Definitions
10.1.1 This report provides 2014 actual sales; while forecasts are provided for 2015 - 2019
10.2 Summary Methodology
10.2.1 Overview
10.2.2 The triangulated market sizing method
10.2.3 Industry surveys in the creation of retail market data
10.2.4 Quality control and standardized processes
10.3 About
10.4 Disclaimer

List of Tables

Table 1: Australia Clothing Retail Sales (AUD billion), by Product Sub-Category, 2009-2014
Table 2: Australia Clothing Retail Sales (AUD billion), by Product Sub-Category, 2014-2019
Table 3: Australia Footwear Retail Sales (AUD billion), by Product Sub-Category, 2009-2014
Table 4: Australia Footwear Retail Sales (AUD billion), by Product Sub-Category, 2014-2019
Table 5: Major Domestic Retailers in Australia
Table 6: Major International Retailers in Australia
Table 7: Key Clothing Retailers in Australia
Table 8: Key Footwear Retailers in Australia
Table 9: Key Books, News and Stationery Retailers in Australia
Table 10: Key Electrical and Electronics Retailers in Australia
Table 11: Key Food and Grocery Retailers in Australia
Table 12: Key Health and Beauty Retailers in Australia
Table 13: Key Furniture and Floor Coverings Retailers in Australia
Table 14: Key Home and Garden Products Retailers in Australia
Table 15: Key Music, Video and Entertainment Retailers in Australia
Table 16: Key Sports and Leisure Equipment Retailers in Australia
Table 17: Key Jewelry, watches and accessories Retailers in Australia
Table 18: Key Luggage and Leather Goods Retailers in Australia
Table 19: Australia Exchange Rate AUD-USD (Annual Average), 2009-2014
Table 20: Australia Exchange Rate AUD-USD (Annual Average), 2015-2019 Forecasts
Table 21: Retail Channel Definitions
Table 22: Retail Category Definitions

List of Figures

Figure 1: GDP Value (US$ billion), 2009-2014
Figure 2: Growth Rate of GDP (US$ billion, %), 2009-2014
Figure 3: GDP Value and Growth (AUD billion, %), 2008-2014
Figure 4: Forecasts for GDP Value and Growth (AUD billion, %), 2014-2019
Figure 5: Household Savings Rate (%), 2004-2014
Figure 6: Share of Employment by Sector (%), 2004 and 2014
Figure 7: Unemployment Rate (%), 2005-2014
Figure 8: Inflation Growth Rates (%), 2004-2014
Figure 9: Household Consumption Expenditure of Australia (AUD billion), 2004 and 2014
Figure 10: Household Consumption Expenditure of Major Countries (US$ billion), 2014
Figure 11: Growth of Household Consumption Expenditure (US$, %), 2004-2014
Figure 12: Rural and Urban Populations (millions) 2004, 2014 and 2019
Figure 13: Total Population and Growth Rate (Millions, %), 2004-2019
Figure 14: Population Split by Gender (%), 2014 and 2019E
Figure 15: Population Split by Age Group (%), 2014 and 2019
Figure 16: Per Capita Spend on Retail (AUD), 2006 and 2014
Figure 17: Per Capita Spend (AUD)and Total Retail Spend by Age Group (%), 2006 and 2019
Figure 18: Usage of Mobile Phones for Shopping on the Rise
Figure 19: Online Shopping through Overseas Websites
Figure 20: Omni channel shopper
Figure 21: Tourist arrivals to Australia, (in thousands), 2009 and 2014
Figure 22: Key Components of Doing Business in Australia
Figure 23: Total Number of Fixed Broadband Users and Penetration (millions, %), 2004-2014
Figure 24: Total Number of Mobile phone subscriptions and Penetration (millions, %), 2004-2014
Figure 25: Retail Sales Value and Growth (AUD billion, %), 2006-2014
Figure 26: Forecast of Social Network User Penetration in Australia and World (%), 2014
Figure 27: Retail Sales as % of Total Consumer Spend (%), 2006 and 2014
Figure 28: Total Retail Sales and Growth Rate (AUD billion, %), 2014 and 2019
Figure 29: Online Sales and Growth Rate (AUD billion, %) 2014-2019
Figure 30: Share of Key Product Sectors (%), 2014 and 2019
Figure 31: Growth Rate of Key Product Sectors vs. Growth of Total Retail (%), 2014-2019
Figure 32: Value Growth of Key Product Sectors (AUD billion), 2014-2019
Figure 33: Spend Per Channel 2014 and 2019
Figure 34: Online Penetration of Key Product Sectors (%), 2014
Figure 35: Online Penetration of Key Product Sectors (%), 2019
Figure 36: Share of Clothing in overall Retail 2014 and 2019
Figure 37: Retail Sales Value and Growth (AUD billion, %) of Clothing 2014-2019
Figure 38: Share of Clothing by Womenswear, Menswear, and Childrenswear 2014 and 2019
Figure 39: Women's Footwear Sales Value and Growth (AUD billion, %) 2014-2019
Figure 40: Menswear Sales Value and Growth (AUD billion, %) 2014-2019
Figure 41: Childrenswear Sales Value and Growth (AUD billion, %) 2014-2019
Figure 42: Online Spend in Clothing and growth, 2014-2019
Figure 43: Online Share of Total Clothing Spend 2014 and 2019
Figure 44: Spending per Head in Clothing (%) 2014 and 2019
Figure 45: Women's Footwear Sales Value and Growth (AUD billion, %) 2014-2019
Figure 46: Men's Footwear Sales Value and Growth (AUD billion, %) 2014-2019
Figure 47: Children's Footwear Sales Value and Growth (AUD billion, %) 2014-2019
Figure 48: Online Spend in Footwear 2014-2019
Figure 49: Online Share of total Footwear Spend 2014 and 2019
Figure 50: Spending per Channel in Footwear (%) 2014 and 2019
Figure 51: Share of Books, News, and Stationery in overall Retail 2014 and 2019
Figure 52: Retail Sales Value and Growth (AUD billion, %) of Books, News, and Stationery 2014-2019
Figure 53: Spend per Head on Books, News, and Stationery 2014 and 2019
Figure 54: Online Spend in Books, News, and Stationery 2014-2019
Figure 55: Online Share of total Books, News, and Stationery Spend 2014 and 2019
Figure 56: Spending per Channel in Books, News, and Stationery (%) 2014 and 2019
Figure 57: Share of Books, News, and Stationery in overall Retail 2014 and 2019
Figure 58: Retail Sales Value and Growth (AUD billion, %) of Electrical and Electronics 2014-2019
Figure 59: Spend per Head on Electrical and Electronics 2014 and 2019
Figure 60: Online Spend in Electrical and Electronics 2014-2019
Figure 61: Online Share of total Electrical and Electronics Spend 2014 and 2019
Figure 62: Spending per Channel in Electrical and Electronics (%) 2014 and 2019
Figure 63: Share of Food and Grocery in overall Retail 2014 and 2019
Figure 64: Retail Sales Value and Growth (AUD billion, %) of Food and Grocery 2014-2019
Figure 65: Spend per Head on Food and Grocery 2014 and 2019
Figure 66: Online Spend in Food and Grocery 2014-2019
Figure 67: Online Share of total Food and Grocery Spend 2014 and 2019
Figure 68: Spending per Channel in Food and Grocery (%) 2014 and 2019
Figure 69: Share of Health and Beauty in overall Retail 2014 and 2019
Figure 76: Retail Sales Value and Growth (AUD billion, %) of Health and Beauty 2014-2019
Figure 77: Spend per Head on Health and Beauty 2014 and 2019
Figure 78: Online Spend in Health and Beauty 2014-2019
Figure 79: Online Share of total Health and Beauty Spend 2014 and 2019
Figure 80: Spending per Channel in Health and Beauty (%) 2014 and 2019
Figure 81: Share of Furniture and Floor Coverings in overall Retail 2014 and 2019
Figure 82: Retail Sales Value and Growth (AUD billion, %) of Furniture and Floor Coverings 2014-2019
Figure 83: Spend per Head on Furniture and Floor Coverings 2014 and 2019
Figure 84: Online Spend in Furniture and Floor Coverings 2014-2019
Figure 85: Online Share of total Furniture and Floor Coverings Spend 2014 and 2019
Figure 86: Spending per Channel in Furniture and Floor Coverings (%) 2014 and 2019
Figure 87: Share of Home and Garden Products in overall Retail 2014 and 2019
Figure 88: Retail Sales Value and Growth (AUD billion, %) of Home and Garden Products 2014-2019
Figure 89: Spend per Head on Home and Garden Products 2014 and 2019
Figure 90: Online Spend in Home and Garden Products 2014-2019
Figure 91: Online Share of total Home and Garden Products Spend 2014 and 2019
Figure 92: Spending per Channel in Home and Garden Products (%) 2014 and 2019
Figure 93: Share of Music, Video, and Entertainment Software in overall Retail 2014 and 2019
Figure 94: Retail Sales Value and Growth (AUD billion, %) of Music, Video, and Entertainment Software 2014-2019
Figure 95: Spend per Head on Music, Video, and Entertainment Software 2014 and 2019
Figure 96: Online Spend in Music, Video, and Entertainment Software 2014-2019
Figure 97: Online Share of total Music, Video, and Entertainment Software Spend 2014 and 2019
Figure 98: Spending per Channel in Music, Video, and Entertainment Software (%) 2014 and 2019
Figure 99: Share of Sports and Leisure Equipment in overall Retail 2014 and 2019
Figure 100: Retail Sales Value and Growth (AUD billion, %) of Sports and Leisure Equipment 2014-2019
Figure 101: Spend per Head on Sports and Leisure Equipment 2014 and 2019
Figure 102: Online Spend in Sports and Leisure Equipment 2014-2019
Figure 103: Online Share of total Sports and Leisure Equipment Spend 2014 and 2019
Figure 104: Spending per Channel in Sports and Leisure Equipment (%) 2014 and 2019
Figure 105: Share of Jewelry, Watches, and Accessories in overall Retail 2014 and 2019
Figure 106: Retail Sales Value and Growth (AUD billion, %) of Jewelry, Watches, and Accessories 2014-2019
Figure 107: Spend per Head on Jewelry, Watches, and Accessories 2014 and 2019
Figure 108: Online Spend in Jewelry, Watches, and Accessories 2014-2019
Figure 109: Online Share of total Jewelry, Watches, and Accessories Spend 2014 and 2019
Figure 110: Spending per Channel in Jewelry, Watches, and Accessories (%) 2014 and 2019
Figure 111: Share of Luggage and Leather Goods in overall Retail 2014 and 2019
Figure 112: Retail Sales Value and Growth (AUD billion, %) of Luggage and Leather Goods 2014-2019
Figure 113: Spend per Head on Luggage and Leather Goods 2014 and 2019
Figure 114: Online Spend in Luggage and Leather Goods 2014-2019
Figure 115: Online Share of total Luggage and Leather Goods Spend 2014 and 2019
Figure 116: Spending per Channel in Luggage and Leather Goods (%) 2014 and 2019
Figure 117: The Triangulated Market Sizing Methodology

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