



General Merchandise Stores in Australia

May 2026

Table of Contents

General Merchandise Stores in Australia - Category analysis

KEY DATA INSIGHTS

2025 DEVELOPMENTS

General Merchandise Stores Summary

KEY INDUSTRY TRENDS

Chart 1 - Key Industry Trends for General Merchandise Stores

INDUSTRY PERFORMANCE

Variety Stores Drive Value-Led Growth as Households Resume Discretionary Spending

Retailers Reconceptualise Physical Spaces, Delivering Positive Results

Chart 2 - Myer Unveils World-Class Fragrance Concept at Liverpool Store

Chart 3 - Value Sales 2020-2030

Chart 4 - Value Sales by Category 2025

WHAT'S NEXT?

General Merchandise Retailers Invest in Loyalty and Experiences to Retain Middle and High-Income Shoppers

Miniso Drives Rapid Expansion as Variety Stores Become High-Frequency Destinations

Players to Diversify Revenue Streams through Retail Media and Marketplaces

Chart 5 - Forecast Value Sales 2020-2030

Chart 6 - Forecast Value Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

Myer Ltd Leverages Loyalty and Operational Reform to Defend Its Lead

Chart 7 - Company Shares 2025

Chart 8 - Brand Shares 2025

ECONOMIC CONTEXT

Chart 9 - Economic Context for General Merchandise Stores

Chart 10 - Real Gdp Growth 2020-2030

Chart 11 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 12 - Consumer Context for General Merchandise Stores

Chart 13 - Population 2020-2030

Chart 14 - Population by Generation 2025

COUNTRY REPORTS DISCLAIMER

[Retail in Australia - Industry Overview](#)

EXECUTIVE SUMMARY

2025 Developments

KEY DATA INSIGHTS

KEY INDUSTRY TRENDS

Chart 15 - Key Industry Trends for Retail

INDUSTRY PERFORMANCE

Modest Growth for Retail as Consumer Confidence Picks up

E-Commerce Outpaces Other Channels as Consumers Adopt Hybrid Shopping Habits

Mecca and Phantm Streamline Packaging Compliance with Ai-Powered Data

Chart 16 - Value Sales 2020-2030

Chart 17 - Value Sales by Category 2025

WHAT'S NEXT?

E-Commerce Enhances Digital Journeys to Drive Loyalty and Growth

Ai-Driven Automation Transforms Operations and Supply Chain Agility

Private Label Expansion Unlocks Loyalty and Margin Resilience

Chart 18 - Forecast Value Sales 2020-2030

Chart 19 - Forecast Value Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

Coles Group Outpaces Rivals as Ai and Private Label Sharpen Value Proposition

Chart 20 - Analyst Insight for Retail

Mecca's New Flagship Store Aim to Set New Standards in Experiential Retail

Chart 21 - Mecca's Latest Flagship Redefines the Future of Experiential Beauty Retail

Coles and Openai Partner to Integrate Chatgpt into Workflows

Chart 22 - Coles and Openai Partner to Integrate Chatgpt across Teams

Chart 23 - Company Shares 2025

Chart 24 - Brand Shares 2025

OPERATING ENVIRONMENT

Informal Retail

Opening Hours for Physical Retail

Chart 25 - Standard Opening Hours by Channel Type 2025

Seasonality

End of year/Christmas shopping

Back-to-school

ECONOMIC CONTEXT

Chart 26 - Economic Context for Retail

Chart 27 - Real Gdp Growth 2020-2030

Chart 28 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 29 - Consumer Context for Retail

Chart 30 - Population 2020-2030

Chart 31 - Population by Generation 2025

COUNTRY REPORTS DISCLAIMER

About Euromonitor International

Euromonitor International is an independent market intelligence provider. Data, insight and analysis stem from in-the-field research spanning 210 national markets.

Content ranges from the in-depth and country-specific, to key strategic themes with a global range and significance. Products cover a comprehensive range of insights and market data, but can be broadly categorised as:

- **Strategy Briefings:** Global or regional in scope, and focussing on the most important themes shaping consumer demand, the key markets, competitive environment and future outlook across a range of industries.
- **Company Profiles:** Analysis dedicated to the world's most significant companies, with detailed insight into their activities, focus of operations, their competitors, their geographic presence and performance.
- **Country Reports:** For an in-depth understanding of specific countries, whether by industry, economic metrics or consumer trends and lifestyles. These reports cover current trends, consumer demand, market potential and future prospects, with

country-specific local insight and comprehensive data, unavailable elsewhere.

For more information on this report, further enquiries can be directed via this link www.euromonitor.com/general-merchandise-stores-in-australia/report.