



Euromonitor
International

Competitor Strategies in Retail

May 2026

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Retail becomes an asymmetric growth equation with rising complexity

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Amazon emerges as the world's largest retail company by revenue

While legacy players grew, ByteDance steadily reinforced its role in global retail

Retailers drive expansion through exporting commerce models in new market segments

Most retailers rely on flagship banners, but new retail dynamic may drive brand extensions

Global retail still largely fragmented, calling retailers to balance scale and localisation

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Retailers are prioritising five focus areas in their business strategies during 2026

Recalibration of value perception among consumers calls for new value architecture

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About Euromonitor's Syndicated Channels Research

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