



**Euromonitor
International**

Top Five Trends in Retail

April 2025

Table of Contents

Our expert's view of retail in 2024

Key findings

INTRODUCTION

Growth in global retail is now powered by e-commerce and consumers in Asia Pacific

Top five trends in retail

Top five trends uncovered

THE BIGGEST GET BIGGER

The giants of global retail are tightening their grip on the market

E-commerce leviathan Amazon closes in on the global retail crown

Aldi Group's acquisition strategy in the US comes into focus

"The biggest get bigger": Opportunities in 2025

LOW PRICES, HIGH GROWTH

In a cost-conscious era, the appeal of discount retail is stronger than ever

Carrefour brings its successful Brazilian warehouse club banner to Europe

Amazon launches its own online "discount store" to stave off Temu and Shein

"Low prices, high growth": Opportunities in 2025

SOCIAL SHOPIFICATION

Consumers increasingly view social media platforms as places to shop

Douyin revolutionises social commerce and livestreaming e-commerce in China

YouTube and Flipkart encourage Indian content creators to embed shoppable content

SOCIAL SHOPIFICATION

"Social shopification": Opportunities in 2025

RETAIL RISES IN THE EAST

The global retail sector's centre of gravity shifts towards Asia Pacific

7-Eleven embraces urbanisation – and foodservice – in the Philippines

Infrastructure improvements in India power Nykaa's online sales growth

"Retail rises in the east": Opportunities in 2025

CHINESE MARKETPLACES EXPAND ABROAD

China-affiliated online marketplaces are conquering the globe

Temu expands its global reach with its discount-focused third-party marketplace

Lidl becomes the first legacy grocery retailer in Europe to partner with TikTok Shop

"Chinese marketplaces expand abroad": Opportunities in 2025

CONCLUSION

Future implications

Opportunities for growth

About Euromonitor's Syndicated Channels Research

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/top-five-trends-in-retail/report.