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extremely rapidly in
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economies, both as a driver of social and economic change, and a consequence of economic development and the rise of consumer societies.

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...

It provides a comprehensive and up-to-date assessment of the development of retailing in a wide

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range of emerging economies, and seeks to capture the interplay between both retail policy and retail strategy and the theoretical implications of this on retail development as a whole.

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'There can be no doubt that retail development

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that took decades in
Europe or North
America happened and
is happening much
faster in emerging
markets. However as
many multinational
companies have
discovered the hard
way, the changes
follow very different
patterns in different
countries and markets
according to the
traditions, history,
government, and other
unique influences.

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Abstract. Emerging
markets are more than

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a lucrative business opportunity for retailers in developed markets today.

Retailers today see emerging markets as an irresistible opportunity to go global. Opportunities and growth rate of emerging economies provide a perfect platform for modern and traditional retailers to grow and expand their business. These markets are viewed as

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a fuel which will drive a
retailer's growth.

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Emerging markets are economies that are moving towards becoming what are known as 'developed

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markets'. This usually
takes place as they
become more
industrialized and
embrace free market
economics. Examples
of advanced markets
would be those of the
U.S. and Western
Europe including the
U.K.

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retail environment has faced a number of challenges during the last century. From the result of the Russian Revolution and the nationalization of retail trade within the planned market

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in emerging markets is
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face of grocery retail in
the region, from the
move towards more
modern formats to the
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seeking growth opportunities to offset their home market's maturity. This briefing analyses emerging regional markets in terms of retail environment, demographic changes and the strategies employed by leading grocery players, highlighting the most attractive markets and grocery channels for ...

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