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momentum for the  
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goods Autumn 015 2.  
Keep prices low—and  
make sure consumers  
know. The prediction  
that emerging-market  
consumers would  
initially shop at  
discounters and then  
“graduate” to  
supermarkets hasn't  
come true.

Discounters, or  
retailers that exhibit at  
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core discounters  
characteristics—low  
prices,

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Consumer spending  
outlook Consumer  
spending is the  
lifeblood of the retail  
industry. Overall, we  
expect real consumer  
spending growth to  
slow to 2.2 percent in

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2020 from 2.5 percent in 2019. Going into 2020, consumers face three key challenges: Gains in the labor market haven't translated to strong wage growth.

~~2020 Retail Industry Trends | Deloitte US~~  
The Covid-19 pandemic has driven a shift towards a

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frictionless, low-impact society in which brands and consumers have little to no interaction within a physical space. The future of the retail space will have to adapt to a consumer who wants to control how much they opt in or out of human interaction, as they forge their own in-

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store experience.

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confidence: contact,  
controls and

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Constant disruption

continues to test the

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industry—presenting

new opportunities

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norms—faster than many companies can keep pace. With a deep understanding of these companies' most pressing issues and priorities, KPMG's Consumer & Retail professionals offer a full suite of forward-looking audit, tax and advisory services, designed to mitigate risk, boost



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play a part the readers how to upset to further heights in their career through self-advocacy and sisterhood first by upgrading their mindset and perspectives, which will after that permit them to endure ...

~~now is not type of  
challenging Practical~~



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## Action

Outline: I. What Is Retailing? A. Retailing – consists of the final activities and steps needed to place a product in the hands of the consumer or to provide services to the consumer. B. Can be performed by any firm that sells a product or provides a service to the final

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consumer.

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Retailing Example |

Graduateway

As European

consumers, French

consumers expect to

be able to navigate

the store quickly and

conveniently (18

percent). Consumers

also expect sales

associates to have

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deep knowledge of the product range (14 percent in Europe and 13 percent in France).

Global Consumer  
Insights Survey 2020 |  
PwC

Perspectives on  
adapting to the 'new  
normal' The volatility  
caused by COVID-19  
will lead to lasting  
shifts in the industry,

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forcing retailers to anticipate market demands more closely than ever. During our recent webinar on 'Retail in a 1.5-meter society', 57% of retailers indicated that they would like to share experiences and receive support from their ecosystem counterparts.

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