

Retail

The Big Shift

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Le Business du commerce

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Summary

- I) World Retail
- II) European Retail
- III) Today The Retail
- IV) Omni-channel : the new standard

I) Word Retail Fiscal Year

World : €273 billion *(for Sporting Goods 2012 – Npd)*

1. US
2. Japan
3. China
4. Brasil
5. Germany
6. France



II) European Retail Sales

Big 5 Europe : €40 billion *(2012 Sport Guide)*

1. Allemagne	€13 billion	4. Italia	€5,3 billion
2. France	€9,6 billion	5. Spain	€4,9 billion
3. UK	€7,2 billion		

III) Today The Retail

- A decreasing european Market
 - 4 % in 2013 according to Fedas

- Leaders in progress

Oxylane + 6 %

Sports Direct + 13,2 %

Intersport + 4 %

JD Sports + 8,1 %

Foot Locker + 5,2 %

Top 20 European Retailers in Big 5 Europe

Exclusif



Ranking	Group	Rank.	Group
1	Oxylane (FR)	11	SportScheck (GR)
2	Intersport (CH)	12	STAG (UK)
3	Sport 2000 (GER)	13	Globbetrotter (GER)
4	Sports Direct (UK)	14	Go Outdoor (UK)
5	JD Sports (UK)	15	Base Detall (ESP)
6	Foot Locker (US)	16	Blacks Leisure (UK)
7	Gr Go Sport (FR)	17	Runners Point (US)
8	Kaufhof (GER)	18	Au Vieux Campeur
9	El Corte Ingles (ESP)	19	Cotswold (UK)
10	Karstadt (GER)	20	Forum (ESP)

V) Omni-channel : The New Standard

- Customers in store but....
- E-retailers in progress

- Store always in center
- Sellers and advice are essential



Conclusion



Conclusion....



- Integrate cross canal spirit
- **Shops are not dead !**

Thank you