

PressRelease

For Immediate Release

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Top 20 Global Retail Rankings: Getting big by going small

US retail giant Walmart's recent acquisition of Massmart in South Africa is a clear indicator that the continent has lost its off-limits status for large international retailers. Indeed, in some circles Africa has already been labelled 'the new China'.

The move has triggered a rush of hectic activity among local retailers and suppliers, and is likely to accelerate modernisation across the whole industry. However, as **Planet Retail's 2011 Global Retail Rankings** clearly show, claiming Africa is the new China may be an overstatement at this point in time.

Within the retail industry, international expansion has never been so important. In the face of an uncertain economic outlook, the top global players are struggling to sustain growth in their home markets where stiff competition and market saturation are rife. Price-aggressive retailers in particular, such as Tesco and Schwarz Group, are forecast to continue their rapid advance whereas French grocery giant Carrefour can expect a modest growth outlook. The second-largest retailer in the world has recently found itself on a rocky path and in July, spun off its Dia discount chain worth some EUR10 billion (USD14 billion) in sales.

Walmart, which has built its business running big-box stores in small towns, is now launching smaller formats in large towns. Continental European grocers are also re-discovering city centres by testing the waters with newly developed convenience-orientated concepts.

"Neighbourhood locations are too precious to be disregarded when it comes to generating sales growth in oversaturated markets," according to **Matthias Queck, Planet Retail Research Director**.

Every year, Planet Retail publishes its Top 20 Retailer Rankings based on the latest year-end banner sales. Our global analysts have evaluated those retailers poised for growth in 2015 and the new entries that are set to shake up the retail industry.

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About Planet Retail:

Planet Retail is the leading provider of intelligence on the global retail and foodservice industries, monitoring more than 10,000 retail operations as well as market developments in 211 markets. With over 15 years of industry insight, Planet Retail is a brand trusted by more than 3,000 organisations worldwide, delivering up-to-the-minute news, analysis, market research and digital media via www.planetretail.net. Planet Retail has offices in London, Frankfurt, Chicago, Qingdao and Tokyo.