

## GLOBAL RETAIL TRENDS

The sphere of retail trade plays a significant role both in the economy of each country and in the system of world economic relations. Globalization leaves its mark on the features of the consumer market development, the nature of the relationship between the participants in the distribution system, the forms and methods of selling goods.

A feature of the global retail market is its high concentration. Thus, the top-10 companies account for 30 % of the total turnover, while 7 out of 10 companies come from the USA [1]. The largest of them are Walmart and Amazon (table 1).

*Table 1*

Economic Performance of the world's largest retailers (in FY2021)

Company	Share of retail market, %	Latest Revenue, USD bn.	Revenue Growth, %	Operating Profit, %	Net Profit, %
Walmart	12,67	572,8	2,4	60,7	1,2
Amazon	10,40	469,8	21,7	8,6	56,4
CVS Health	6,46	292,1	8,7	-5,2	10,2
Costco	4,65	195,9	17,5	23,4	25,1
Home Depot	3,34	151,2	14,4	26,1	27,7

Sources: [2, 3].

North American retailers contributed nearly half of the total top 250 retailers revenues (table 2).

*Table 2*

Revenue share of the world's leading 250 retailers in 2020, by region

Region	Revenue share, %
North America	48,4
Europe	32,7
Asia Pacific region	15,9
Latin America	1,6
Africa / Middle east	1,4

Source: [4].

E-commerce is one of the key retail growth drivers. The largest increase is in China. Over the past year, it has amounted to 52 %. The total online sales in China in 2020 amounted to \$2,3 trillion, in 2021 — almost \$2,8 trillion, in 2022 it is expected to be about \$3,1 trillion. For comparison, in the US, the e-commerce market in 2020,

according to eMarketer, amounted to \$709,8 billion and will exceed \$1 trillion by 2024. Almost half (45 %) of all e-commerce in the country is sales through mobile applications.

Currently, e-commerce is characterized by personalization due to the „smart“ search and selection of goods, personal recommendations, online stylists and other tools. Artificial intelligence allows you to analyze purchases and preferences, make personal recommendations, taking into account the features. Grocery chains are already implementing the selection of goods based on a genetic test and basic medical indicators.

Another important trend is hybrid formats, when offline supermarkets and retail chains go online and open entire areas for pickup or online shopping. Another example of a combination of offline and online formats is Amazon Go stores: a customer can buy any product without cash registers and sellers using an application and cameras with face recognition. Thus, global retail is characterized by growth in the scale of activities and improvement of sales technology, taking into account market requirements.

### References

1. The top-100 Retailers [Electronic resource] // RTS. — Mode of access: <https://risnews.com/top-100-retailers-2022>. — Date of access: 23.11.2022.
2. Top 25 retailers by revenue in FY 2021 revealed by GlobalData [Electronic resource] GlobalData. — Mode of access: <https://www.globaldata.com/media/business-fundamentals/top-25-retailers-revenue-fy2021-revealed-globaldata/>. — Date of access: 23.11.2022.
3. Revenue share of top retailers 2020 [Electronic resource] Statista. — Mode of access: <https://www.statista.com/statistics/266387/revenue-share-of-the-leading-250-retailers-worldwide-by-region/>. — Date of access: 23.11.2022.