



# Convenience Retailers in Italy

March 2024

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## KEY DATA FINDINGS

### 2023 DEVELOPMENTS

Convenience retailers come under pressure due to challenges both inside and outside the country  
Convenience retailers invest in providing maximum convenience to differentiate from the competition  
Sustainability a growing influence on the strategies of convenience retailers

### PROSPECTS AND OPPORTUNITIES

Proximity, convenience and affordability set to be key influences on the category's growth prospects  
Digitalisation to lead innovation in convenience retailers  
Updating and modernising set to take precedence over new outlets

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## Retail in Italy - Industry Overview

### EXECUTIVE SUMMARY

Retail in 2023: The big picture  
Convenience remains a key focus of consumers and retailers as Italians lead increasingly busy lives  
Sustainability in 2023 and onwards,  
What next for retail?

### OPERATING ENVIRONMENT

Informal retail  
Opening hours for physical retail  
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