

## **Retail trade market (grocery and other products) evolution and the role of modern distribution**

In this presentation ADM sketches a general framework of the situation of retail trade market in Italy within the European context. After some references to the macroeconomic context and to the forecasts, the focus is moved to household consumption model, analyzing structural trends and the impact of the crisis. Afterwards, modern retail trade in Italy is analyzed in comparison with European countries and finally the latest trends and the new challenges are briefly illustrated.

Associazione Distribuzione Moderna - Hotellier