

Online Appendix A: Store Formats for Individual Countries

Table A.1:

2014 Share and 2000-2014 Annual Growth by Store Type in the Grocery Trade (Africa)

Country	Traditional formats		Modern formats					
	Independent/ Other	Food/Drink/ Tobacco specialists	Variety focused		Price focused		Convenience	
			Supermarkets	Hypermrkts/Mass merchandisers	Discounters	Warehouse clubs	Convenience stores	Forecourt retailers
Algeria	80.6 (-0.4)	11.1 (-1.3)	7.2 (10.8)	1.1 (9.1)				
Egypt	36.4 (-0.6)	40.8 (-1.4)	18.0 (4.4)	2.8 (19.4)			0.7 (15.1)	1.3 (3.3)
Morocco	64.8 (-1.9)	15.7 (1.6)	6.6 (14.6)	11.6 (17.0)			0.6 (-0.3)	0.5 (2.6)
Nigeria	86.7 (-0.3)	6.7 (-0.9)	2.9 (7.3)	1.4 (86.0)				1.9 (4.6)
South Africa	23.9 (-1.2)	17.8 (2.4)	40.4 (-1.1)	6.9 (6.4)	1.1 (13.6)	2.4 (0.8)	4.5 (1.2)	3.2 (1.0)

Notes: 2014 shares report on fraction of national grocery revenue. Whereas some revenue of Mass Merchandisers and Warehouse Clubs is non-grocery, these formats constitute a major source of grocery retailing and are included. In parenthesis, average annual percentage growth is computed over the years 2000-2014: if $s_{f,t}$ is the revenue share of a store format f in year t then define $g_{f,t} = s_{f,t}/s_{f,t-1}$, and define g_f as its geometric mean. The reported percentage change is $100 \times (g_f - 1)$. No share or growth rates are reported if the 2014 regional share of a particular store type is less than one half of a percent of the market. Data: Euromonitor 2015.

Adolescence and The Path to Maturity in Global Retail

Table A.2: 2014 Share and 2000-2014 Annual Growth by Store Type in the Grocery Trade (Asia)

Country	Traditional formats		Modern formats					
	Independent/ Other	Food/Drink/ Tobacco specialists	Variety focused		Price focused		Convenience	
Supermarkets			Hypermrkts/Mass merchandisers	Discounters	Warehouse clubs	Convenience stores	Forecourt retailers	
China	29.2 (-7.0)	5.8 (3.1)	47.4 (9.4)	15.5 (19.5)			1.4 (11.0)	0.6 (16.4)
Hong Kong,China	6.6 (-5.2)	26.5 (-0.5)	55.2 (1.0)				11.2 (2.1)	0.5 (-3.4)
India	81.0 (0.1)	17.3 (-1.1)	0.8 (8.6)	0.8 (29.3)				
Indonesia	82.8 (-0.8)	1.0 (-2.4)	5.5 (2.1)	3.3 (8.4)			7.4 (23.7)	
Iran	81.4 (-0.1)	12.5 (-0.9)	3.0 (6.4)	3.1 (1.9)				
Israel	13.7 (-5.6)	14.6 (-0.6)	24.3 (2.3)	1.6 (-14.8)	38.7 (5.2)		1.7 (6.0)	5.4 (17.0)
Japan	9.6 (-2.7)	6.8 (-6.4)	37.4 (0.8)	17.8 (-0.1)		0.6 (21.6)	27.8 (3.6)	
Malaysia	29.2 (-5.3)	28.2 (-0.4)	13.6 (6.5)	20.9 (20.0)	0.6 (94.8)		5.1 (22.1)	2.5 (13.8)
Pakistan	94.7 (-0.1)	1.6 (0.2)	2.6 (5.5)					0.6 (-0.3)
Philippines	65.8 (-1.2)	5.3 (-0.6)	20.4 (2.1)	6.1 (17.6)		0.7 (22.5)	1.5 (7.4)	
Saudi Arabia	26.7 (-3.2)	16.2 (0.3)	24.0 (1.2)	17.7 (5.4)			10.6 (1.6)	4.8 (-0.5)
Singapore	18.7 (-5.4)	10.5 (2.2)	53.1 (1.6)	9.2 (9.2)			7.1 (3.3)	1.4 (-1.5)
South Korea	15.6 (-2.4)	13.9 (-4.4)	14.7 (-3.8)	35.8 (3.4)		5.8 (15.2)	14.2 (10.9)	
Thailand	17.8 (-0.3)	37.6 (-2.9)	8.8 (-2.3)	15.9 (7.2)			16.7 (10.3)	3.1 (2.4)
Turkey	47.4 (-3.4)	15.6 (1.1)	20.1 (6.5)	2.7 (13.2)	11.6 (19.9)		1.7 (33.6)	1.0 (5.8)
United Arab Emirates	7.4 (-4.8)	10.4 (-0.5)	18.2 (0.3)	58.7 (1.0)			0.9 (17.2)	4.3 (-1.6)

Notes: See Table A.1

Table A.3a:

2014 Share and 2000-2014 Annual Growth by Store Type in the Grocery Trade (Europe – part (a))

Country	Traditional formats		Modern formats					
	Independent/ Other	Food/Drink/ Tobacco specialists	Variety focused		Price focused		Convenience	
			Supermarkets	Hypermrkts/Mass merchandisers	Discounters	Warehouse clubs	Convenience stores	Forecourt retailers
Austria	2.1 (-4.5)	8.4 (-3.9)	41.6 (0.2)	14.8 (0.1)	27.3 (3.6)		2.4 (-5.9)	3.4 (-0.7)
Belgium	17.1 (-2.1)	14.9 (-0.6)	38.5 (2.4)	7.0 (-3.7)	11.9 (0.4)		9.1 (0.3)	1.5 (1.4)
Denmark	3.0 (-4.2)	5.7 (-2.1)	22.0 (-2.1)	23.9 (0.6)	33.1 (4.9)		8.3 (-2.5)	4.1 (-3.4)
Finland	1.1 (-5.5)	8.0 (-2.5)	28.2 (0.7)	31.5 (1.3)	6.4 (26.9)		22.6 (-1.9)	2.2 (-4.6)
France	5.7 (-2.9)	13.6 (0.5)	27.3 (-0.1)	41.8 (-0.0)	7.7 (3.3)		3.1 (-0.2)	0.9 (-1.5)
Germany	6.2 (-3.9)	10.3 (-1.5)	28.1 (-0.5)	17.0 (-0.9)	33.8 (3.0)			4.3 (-0.5)
Greece	29.0 (-3.0)	15.9 (-0.5)	43.1 (2.1)	2.8 (2.1)	7.5 (6.3)		1.2 (10.5)	
Italy	11.3 (-0.5)	14.5 (-2.7)	34.6 (1.0)	17.5 (0.5)	10.4 (2.7)		11.6 (-0.5)	
Netherlands	5.1 (-3.6)	8.7 (-4.7)	62.1 (0.6)	3.5 (28.8)	13.3 (3.4)		2.0 (1.7)	5.3 (-2.0)
Norway	2.3 (-5.6)	10.0 (-2.3)	29.2 (0.4)	5.5 (-0.7)	43.8 (2.1)		6.4 (-2.5)	2.8 (-4.3)

Notes: See Table A.1

Table A.3b:

2014 Share and 2000-2014 Annual Growth by Store Type in the Grocery Trade (Europe – part (b))

Country	Traditional formats		Modern formats					
	Independent/ Other	Food/Drink/ Tobacco specialists	Variety focused		Price focused		Convenience	
			Supermarkets	Hypermrkts/Mass merchandisers	Discounters	Warehouse clubs	Convenience stores	Forecourt retailers
Poland	17.6 (-8.2)	5.2 (-5.1)	19.4 (7.8)	15.6 (3.0)	27.0 (11.2)		13.5 (6.1)	1.6 (-0.0)
Portugal	6.9 (-4.3)	8.9 (-2.2)	53.7 (1.8)	16.8 (-1.3)	10.6 (0.2)		1.9 (0.4)	1.1 (0.9)
Russia	33.2 (-4.9)	2.6 (-1.9)	41.1 (2.9)	13.8 (36.8)			9.2 (13.6)	
Spain	3.9 (-5.1)	19.3 (-1.7)	52.6 (1.7)	13.7 (-1.4)	8.3 (2.5)		1.1 (-1.6)	1.1 (-4.2)
Sweden	4.3 (-1.8)	14.5 (-1.1)	39.8 (-1.5)	23.7 (4.0)	4.4 (5.9)		9.5 (1.5)	3.6 (-2.2)
Switzerland	3.1 (0.8)	17.8 (-2.8)	49.1 (0.1)	11.4 (0.3)	11.0 (6.8)		2.8 (0.9)	4.8 (0.4)
Ukraine	39.8 (-5.4)	2.5 (-3.7)	41.9 (12.1)	11.1 (16.2)			3.6 (6.9)	1.1 (11.3)
United Kingdom	5.4 (-5.0)	5.9 (-4.7)	20.9 (-2.1)	41.8 (1.6)	5.7 (5.2)		17.1 (4.0)	3.1 (-0.7)

Notes: See Table A.1

Table A.4:

2014 Share and 2000-2014 Annual Growth by Store Type in the Grocery Trade (South America)

Country	Traditional formats		Modern formats					
	Independent/ Other	Food/Drink/ Tobacco specialists	Variety focused		Price focused		Convenience	
			Supermarkets	Hypermrkts/Mass merchandisers	Discounters	Warehouse clubs	Convenience stores	Forecourt retailers
Argentina	47.4 (0.7)	12.7 (-0.7)	22.6 (-0.6)	12.3 (-1.1)	2.3 (8.6)		0.8 (32.2)	1.9 (-3.3)
Brazil	36.0 (-1.2)	9.6 (0.6)	24.6 (0.7)	22.2 (-0.9)	4.0 (30.5)	1.5 (5.5)		1.7 (4.7)
Chile	25.2 (-1.4)	16.1 (-2.0)	26.4 (-1.9)	24.0 (4.8)	6.6 (60.7)			1.0 (4.4)
Colombia	33.1 (0.5)	25.7 (-3.0)	15.8 (-2.6)	21.0 (8.1)	2.6 (46.8)	1.3 (155.3)		
Mexico	29.1 (-1.5)	14.1 (-1.7)	8.2 (0.2)	17.4 (0.2)	19.2 (1.3)	3.2 (3.6)	7.0 (7.0)	1.8 (14.5)
Peru	69.8 (-1.1)	5.6 (-1.0)	10.2 (0.6)	14.0 (12.6)				
Venezuela	33.3 (-2.3)	19.7 (-0.3)	37.0 (2.2)	4.9 (-0.9)	4.7 (11.9)			

Notes: See Table A.1

Table A.5:

2014 Share and 2000-2014 Annual Growth by Store Type in the Grocery Trade (North America and Oceania)

Country	Traditional formats		Modern formats					
	Independent/ Other	Food/Drink/ Tobacco specialists	Variety focused		Price focused		Convenience	
			Supermarkets	Hypermrkts/Mass merchandisers	Discounters	Warehouse clubs	Convenience stores	Forecourt retailers
Canada	13.9	14.8	25.6	20.0	11.8	8.9	1.2	3.9
	(-1.6)	(0.9)	(-1.0)	(2.0)	(0.3)	(2.4)	(-1.8)	(-2.5)
United States	6.6	6.0	29.6	32.5	1.3	10.5	2.0	11.4
	(-2.4)	(-1.3)	(-1.4)	(1.5)	(1.3)	(3.7)	(0.0)	(-0.0)
Australia	5.0	18.0	58.0	8.7	3.9	0.5	1.3	4.5
	(-4.6)	(-0.5)	(0.4)	(0.4)	(21.8)	(58.1)	(-2.8)	(-1.8)
New Zealand	7.5	7.5	66.0	8.0			5.1	6.0
	(-2.6)	(-1.2)	(2.0)	(-3.5)			(-3.9)	(-2.2)

Notes: See Table A.1

Online Appendix B: Online Retailing Shares for Individual Countries

Table B.1:

2014 Share of Online Purchases and 2004-2014 Annual Percentage Growth Rates by Region and Industry (Africa)

Country	All	Apparel and footwear	Electronics and appliances	Grocery items
Algeria				
Egypt		0.7 (14.3)	1.3 (42.6)	
Morocco	0.5 (4.2)		9.8 (6.6)	
Nigeria	0.6 (57.5)	1.5 (64.0)	1.0 (67.3)	
South Africa	0.6 (14.0)	0.5 (11.2)	2.2 (6.9)	

Note: The subcategory "All" is the sum of 6 subcategories: apparel and footwear, electronics and appliances, grocery, health and beauty, home and garden, and personal goods. Personal goods is a miscellany consisting of media products, personal accessories, eye-wear, games and toys, sports goods, and pet care. Shares report on fraction of regional sales that is purchased online. In parenthesis, average annual percentage growth is computed over the years 2004-2014: if s_{fy} is the online share of a subcategory f in year y then define $g_{f,t} = s_{f,t}/s_{f,t-1}$, and define g_f as its geometric mean. The reported percentage growth is $100 \times (g_f - 1)$. No share or growth rates are reported if the 2014 regional share of a particular transaction type is less than one half of a percent of the market

Table B.2:

2014 Share of Online Purchases and 2004-2014 Annual Percentage Growth Rates by Region and Industry (Asia)

Country	All	Apparel and footwear	Electronics and appliances	Grocery items
China	8.2 (53.6)	33.4 (92.0)	28.8 (46.6)	1.6 (83.3)
Hong Kong,China	2.5 (9.4)	2.0 (5.0)	9.6 (7.8)	
India	0.8 (50.1)	3.2 (51.1)	2.5 (30.5)	
Indonesia		1.9 (152.1)	1.8 (42.6)	
Iran				
Israel	2.7 (18.9)	3.1 (24.9)	7.3 (18.0)	0.9 (30.5)
Japan	6.7 (11.2)	11.2 (15.4)	6.6 (10.1)	1.8 (9.2)
Malaysia	0.7 (15.2)	2.3 (16.6)	0.7 (36.4)	
Pakistan			0.7 (39.4)	
Philippines	0.5 (9.1)	4.0 (4.1)	2.9 (29.7)	
Saudi Arabia			1.5 (8.4)	
Singapore	2.5 (7.4)	7.6 (8.9)	2.0 (-1.1)	0.9 (3.9)
South Korea	11.6 (9.3)	23.5 (14.9)	9.8 (0.8)	6.3 (15.8)
Thailand	1.1 (15.6)	4.3 (4.3)	5.0 (17.7)	
Turkey	1.7 (27.6)	2.9 (53.4)	6.9 (16.1)	
United Arab Emirates	1.1 (8.0)	1.9 (5.2)	6.2 (1.2)	

Note: See Table B.1

Table B.3:

2014 Share of Online Purchases and 2004-2014 Annual Percentage Growth Rates by Region and Industry (Europe)

Country	All	Apparel and footwear	Electronics and appliances	Grocery items
Austria	3.9 (9.1)	7.2 (15.3)	9.8 (13.4)	0.5 (12.3)
Belgium	4.7 (22.7)	8.6 (28.1)	16.1 (26.3)	1.2 (12.3)
Denmark	9.1 (19.7)	20.2 (26.6)	34.2 (12.3)	0.9 (31.1)
Finland	8.8 (5.8)	28.8 (4.6)	44.5 (4.3)	
France	4.6 (16.7)	15.2 (24.7)	17.4 (12.3)	1.5 (11.5)
Germany	5.6 (15.4)	21.3 (16.3)	21.5 (20.0)	
Greece	2.3 (25.9)	7.1 (32.6)	10.5 (18.0)	
Italy	1.5 (16.4)	2.8 (34.1)	9.7 (14.4)	
Netherlands	6.2 (19.0)	10.4 (19.0)	20.9 (13.9)	1.3 (9.9)
Norway	5.9 (9.9)	11.6 (11.0)	33.8 (12.3)	
Poland	3.9 (22.9)	10.8 (29.4)	18.8 (26.1)	
Portugal	3.3 (20.7)	9.9 (17.7)	17.5 (41.1)	1.3 (18.0)
Russia	3.2 (12.8)	14.0 (13.9)	13.6 (16.1)	
Spain	3.3 (15.7)	7.1 (18.3)	13.2 (24.8)	1.3 (10.5)
Sweden	5.6 (13.9)	12.3 (14.5)	29.8 (12.1)	1.3 (27.2)
Switzerland	4.1 (12.2)	7.7 (15.7)	22.7 (11.8)	0.9 (13.2)
Ukraine	3.1 (40.1)	6.1 (35.4)	15.3 (44.2)	0.6 (40.3)
United Kingdom	9.9 (17.7)	23.4 (16.5)	28.6 (28.3)	3.3 (12.3)

Note: See Table B.1

Table B.4:

2014 Share of Online Purchases and 2004-2014 Annual Percentage Growth Rates by Region and Industry (South America)

Country	All	Apparel and footwear	Electronics and appliances	Grocery items
Argentina	1.5 (25.9)	0.6 (30.6)	14.9 (21.0)	
Brazil	3.2 (12.7)	2.5 (54.2)	15.0 (5.8)	
Chile	2.2 (19.2)	2.2 (110.6)	24.5 (19.4)	
Colombia	0.9 (32.7)	2.2 (34.2)	4.7 (30.6)	
Mexico	1.7 (32.9)	4.7 (71.3)	19.6 (30.6)	
Peru	0.6 (14.5)		5.4 (6.9)	
Venezuela	0.9 (29.0)	2.0 (15.7)	6.6 (22.3)	

Note: See Table B.1

Table B.5:

2014 Share of Online Purchases and 2004-2014 Annual Percentage Growth Rates by Region and Industry (North America and Oceania)

Country	All	Apparel and footwear	Electronics and appliances	Grocery items
Canada	2.0 (7.8)	3.5 (9.4)	7.6 (3.6)	
United States	7.1 (12.5)	18.4 (12.2)	30.3 (9.7)	0.6 (13.5)
Australia	3.3 (18.8)	11.7 (26.9)	9.4 (15.1)	0.8 (15.0)
New Zealand	3.8 (28.9)	9.3 (32.5)	5.6 (26.8)	1.9 (29.7)

Note: See Table B.1