



A GUIDE FOR EUROPEAN RETAILERS LOOKING TO ESTABLISH A FOOTHOLD IN THE US RETAIL MARKET



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Why do European retail brands expand into the US retail market?

For businesses looking to enter a developed market, the US is a great place to be. The accelerated rise of e-commerce has made the United States a highly attractive market for European businesses, especially for retail companies. Moreover, increasing preference for British fashion in America has opened up a host of opportunities for European retail brands to substantially grow their business in the US.

Although China and India represent a larger retail market than the US, expanding to the US retail market seems to be quite challenging for European retailers due to its competitive environment. However, European retailers find US retail market more appealing due to common language, cultural similarities, and the accelerated rise of technologies and innovations.

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TOP TRENDS DRIVING SUCCESS IN THE US RETAIL MARKET

Although the United States is an attractive market for retail businesses, staying abreast of the trends and innovations in the sector becomes imperative for retailers looking to expand to the US. Let's have a look at the top 4 trends driving success in the US retail market.

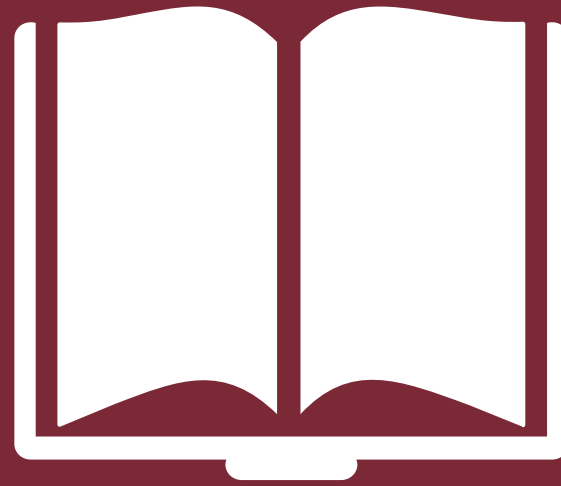
A shift towards direct-to-consumer models – Retail businesses in the US are leveraging direct-to-consumer models to thrive in the market. The direct-to-consumer model provides a ton of benefits, such as the ability to get products to market quickly, have control power over the brand's products, and the ability to deepen the relationship with customers. With this, it becomes imperative for European retailers to shift from traditional retailing to D2C model to thrive in the US marketplace.





Drop shipping – Drop shipping is rising in popularity in the US retail market. Drop shipping is a method in which a retail company does not have to keep goods in stock, but instead transfers customer orders to third-party, who then ships the products directly to customers. As this business model has achieved much popularity in the US retail market, European retail companies need to adapt to this shipping model, where they just have to act as the middleman between manufacturers and customers.

Custom packaging – Packaging has a great influence on customers buying behaviour in the US. Recent studies show that Americans are more interested in custom packaging. Additionally, 47% of US consumers even claim that seeing unique packaging made them more excited about the product. As custom packaging is gaining popularity in the US retail market, it becomes vital for companies looking to expand to the US to focus more on product packaging.



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Conduct US retail market research

Although Europe and the US have a common language and customers with similar shopping behaviour, conducting extensive research and analysis on the US retail marketplace is crucial for British retailers to succeed. The factors such as competitive landscape, consumer perception, corporate values, and governmental regulations can be taken into consideration during the market research. Understanding these factors can help European retailers build a successful go-to-market strategy to enter the US market.

Develop brand awareness via marketing activities

With a large number of retail brands entering the US retail market every year, the competition is increasing. Therefore, before diving into this competitive marketplace, European retailers must build marketing and promotional campaigns to build brand awareness. Also, for businesses to boost profitability and make the most of existing market opportunities, it becomes imperative for companies to unfold the real power of brand marketing strategy.

Understand government regulations in the US

Businesses must consider the stability of the government and its authority before making market expansion. Although certain rules and regulations are common in both markets, businesses must analyze where the difference lies and how they will impact the business operations. Some of the aspects to consider are:

- Currency exchange rates
- Assess to needed resources and materials
- Communication and transportation options
- Government assistance programs for businesses
- Access to affordable capital
- Protection policies for businesses
- Immigration and employment Laws





Partner with a third-party in the US market

US retail market presents exciting business opportunities for European retailers. However, European retailers must build a robust market entry plan to establish their presence in the US. Having partnerships with local teams in the US market will help retail companies at every stage of market expansion. They can help businesses in understanding the common complexities in the market and customers' needs and demands. Furthermore, they can help businesses manage capital and investments.

With our expertise in helping many global companies formulate market entry strategies to succeed in international markets, we can help your business in successfully formulating a successful market entry plan.

CONTACT INFO

Positioned at the forefront of market intelligence, Infiniti Research has carved out a niche for itself as the premier provider of market intelligence solutions for leading players across industries. Our unmatched market intelligence solutions, consulting, and in-depth market assessments are well-known among industry leaders for their ability to solve the toughest challenges faced by industry players. Our innovative market intelligence solutions help enterprises transform structural capabilities, improve execution efficiency, and fast-track time to savings.



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