Retail Market Size & Share Analysis - Growth Trends and Forecast (2026 - 2031)

> **Industry:** Retail (Retail)
> **Source:** https://www.mordorintelligence.com/industry-reports/retail-industry
> **Scraped Date:** 2026-09-17

Executive Market Summary

Market Metric	Details
Base Market Size	USD 29.79 billion
Projected Forecast (2031)	USD 29.79 billion
Growth Rate (CAGR)	6.87 %
Largest Market Region	N/A
Fastest-Growing Region	N/A

Market Visualizations & Infographics

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![Major players in Retail industry](images/chart_2.png)

![Retail Market Size](images/chart_3.png)

![Retail Market Share by Product Type, 2025](images/chart_4.png)

![Retail Market Share by Price Segment, 2025](images/chart_5.png)

![Retail Market Growth Rate by Region](images/chart_6.png)

![Retail Market Concentration](images/chart_7.png)

![footer background image](images/chart_10.png)

![Mordor Intelligence on Facebook](images/chart_12.svg)

![Mordor Intelligence on Pinterest](images/chart_14.svg)

![Mordor Intelligence on Instagram](images/chart_15.svg)

![ESOMAR](images/chart_17.png)

![GPTW](images/chart_19.png)
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Comprehensive Research Analysis

Overview Points List Flex 49 Share Feature End

Market Overview

Study Period | 2020 - 2031 |
Market Size (2026) | USD 29.79 Trillion |
Market Size (2031) | USD 41.53 Trillion |
Growth Rate (2026 - 2031) | 6.87 % |
Fastest Growing Market | Asia Pacific |
Largest Market | North America |
Market Concentration | Medium |
Major Players*Disclaimer: Major Players sorted in no particular order

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Market Overview

Retail Market Analysis by Mordor IntelligenceThe Retail Market size is expected to grow from USD 28.12 trillion in 2025 to USD 29.79 trillion in 2026 and is forecast to reach USD 41.53 trillion by 2031 at 6.87% CAGR over 2026-2031.

Retail Market Growth is driven by rising urban middle-class incomes, rapid e-commerce and mobile penetration, data-driven personalization, and AI-enabled supply chains that improve availability, pricing, and customer experience. Sustainability, private labels, and experiential stores further accelerate sector expansion by differentiating retailers and deepening customer loyalty, even as value-seeking behavior and cost pressures force continuous efficiency gains and innovation.

Key Report Takeaways

* By product type, food and beverages held 49.44% revenue share in 2025. Personal and household care recorded the highest projected growth at an 11.35% CAGR through 2031.
* By distribution channel, supermarkets and hypermarkets led with a 37.44% share in 2025. Online is forecast to expand at a 13.37% CAGR through 2031.
* By price segment, mass and value accounted for a 33.36% share in 2025. Premium is set to grow at a 10.47% CAGR through 2031.
* By store size, mid-format stores captured a 45.48% share in 2025. Large-format stores are projected to grow at a 9.58% CAGR through 2031.
* By geography, North America held a 34.43% share in 2025. Asia-Pacific is expected to post the fastest growth at an 11.73% CAGR through 2031.

Key Market Trends

Global Retail Market Trends and InsightsDrivers Impact Analysis*

Driver	(~) % Impact on CAGR Forecast	Geographic Relevance	Impact Timeline
Rise of e-commerce and omnichannel retailing	+2.3%	Global, with Asia-Pacific core leading at 20.2% CAGR, spill-over to North America and Europe	Medium term (2-4 years)
Growing urban middle class in emerging markets	+1.8%	Asia-Pacific, spill-over to Latin America and Middle East and Africa	Long term (≥ 4 years)
AI-powered personalization and retail analytics	+1.1%	North America and Europe are leading, expanding to Asia-Pacific	Short term (≤ 2 years)
Expansion of quick commerce and last-mile logistics	+0.9%	Global, concentrated in urban centers	Short term (≤ 2 years)
Retail-media network monetization boom	+0.7%	National, with early gains in the United States, the United Kingdom, and China	Medium term (2-4 years)
Gen-Z shoppertainment social commerce	+0.5%	Asia-Pacific core, expanding globally	Medium term (2-4 years)
Source: Mordor Intelligence			

Competitive Landscape

Competitive Landscape

Competitive intensity stayed high as omnichannel leaders invested in AI, delivery speed, and retail media to widen moats. Amazon’s advertising services revenue reached a sizable base by 2025, and Walmart Connect grew at a double-digit pace in 2025, which signaled the strategic value of first-party data and closed-loop measurement. Walmart partnered with OpenAI to roll out conversational commerce features, while Amazon scaled its AI assistant to lift discovery and conversion. Membership clubs leveraged fee income to support lean merchandising margins and defend cost advantages across fresh, grocery, and general merchandise. These mov es shape operating models and reinforce differentiation in the global retail market.

Pro home improvement chains expanded their addressable market through acquisitions that integrated wholesale distribution with retail networks. The Home Depot's SRS Distribution acquisition boosted its pro contractor proposition, and peer investments in B2B platforms strengthen account-level value propositions. Sporting goods consolidation and banner integrations pursued scale benefits in footprint, vendor relationships, and urban access. Store estates continue to adapt as successful retailers structure locations as experience centers and rapid fulfillment nodes for a higher mix and faster flow. Execution at the store and supply chain interface remains a key differentiator in the retail industry.

Retail media networks matured into a core profit lever across food, mass, and specialty, with strong growth in the United States and rising traction in Europe and Asia. Advertisers prioritized first-party data access and closed-loop reporting, although fragmentation and data governance remain challenges. Partnerships and white-label platforms accelerated deployment by retailers that prefer speed to market over building in-house. In fast-growing markets like India and Latin America, regional champions leveraged local infrastructure and policy knowledge to compete with global platforms. Technology-enabled vertical integration and delivery density continue to underpin the advantage in the global retail market.

Retail Industry Leaders* Walmart Inc.

* Amazon Inc.

* Costco Wholesale Corporation

* Schwarz Group

* Alibaba Group

* *Disclaimer: Major Players sorted in no particular order

Scope Methodology P Space

Our analysts treat the global retail industry as the total invoiced value of finished goods sold to final consumers through store-based, non-store, and omnichannel formats, covering food, beverage, apparel, consumer durables, and everyday essentials. We count sales booked in the country where the transaction takes place, net of returns and inclusive of taxes.

Scope exclusion: pure wholesale trade and strictly B2B online marketplaces are not included.

Segmentation Container

* By Product Type* Food & Beverage
* Personal & Household Care
* Apparel
* Footwear & Accessories
* Furniture
* Toys & Hobbies
* Electronics & Household Appliances
* Other Products

* By Distribution Channel* Supermarkets / Hypermarkets
* Convenience Stores
* Department Stores
* Specialty Stores

* Online
* Other Channels

* By Price Segment* Mass / Value
* Premium
* Luxury

* By Store Size* Large-Format (Greater than 2,500 sq. m)
* Mid-Format (400-2,500 sq. m)
* Small / Micro (Less than 400 sq.m)

* By Geography* North America* Canada
* United States
* Mexico

* South America* Brazil
* Peru
* Chile
* Argentina
* Rest of South America

* Asia-Pacific* India
* China
* Japan
* Australia
* South Korea
* South-East Asia (Singapore, Malaysia, Thailand, Indonesia, Vietnam, Philippines)
* Rest of Asia-Pacific

* Europe* United Kingdom
* Germany
* France
* Spain
* Italy
* BENELUX (Belgium, Netherlands, Luxembourg)
* NORDICS (Denmark, Finland, Iceland, Norway, Sweden)
* Rest of Europe

* Middle East & Africa* United Arab Emirates
* Saudi Arabia
* South Africa
* Nigeria
* Rest of Middle East & Africa

Frequently Asked Questions

What is the global retail market size in 2026 and the projected 2031 value?

The global retail market size is USD 29.79 trillion in 2026 and is expected to reach USD 41.53 trillion by 2031 at a 6.87% CAGR.

Which product categories lead and which are growing fastest worldwide?

Food and beverages lead with a 49.44% share in 2025, while personal and household care are forecast to grow fastest at an 11.35% CAGR through 2031.

Which channels are expanding fastest, and how are stores evolving?

Online is the fastest-growing channel at a 13.37% CAGR through 2031, while stores operate as experience centers and fulfillment hubs to support omnichannel flow.

Which regions show the strongest growth outlook to 2031?

Asia-Pacific is the fastest-growing region at an 11.73% CAGR, while North America held a 34.43% share in 2025.

How are AI and retail media changing retail economics?

AI improves discovery, routing, and inventory accuracy while retail media monetizes first-party data at higher margins than merchandising, strengthening profit mix.

How is India shaping the global retail opportunity through 2031?

India is scaling organized retail and e-commerce with stronger brand entry and new mall supply across major cities, helping drive APAC's lead in growth.