

Distribution Channel Analysis

Modern Trade, E-commerce & General Trade Study

Channel Overview

Our comprehensive analysis of distribution channels reveals optimal strategies for market penetration and growth.

Modern Trade Channels

- Supermarkets & Hypermarkets

- Organized Retail Chains

- Specialty Stores

- Department Stores

Market Share: 25% and Growing

E-commerce Channels

- Online Marketplaces

- Brand Websites

- Mobile Commerce

- Social Commerce

Growth Rate: 35% Annually

General Trade Network

- Traditional Retailers

- Wholesale Markets

- Local Distributors

Market Share: 60% Dominant