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International Retailing - Features and

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Challenges. International Retailing and branding has been one of the sectors that is seeing exponential growth. With increase in standard of living and disposable income, people in developing countries are getting exposed to international brands. Rise of internet and multi-media has further provided impetus to the dream of people to aspire for branded consumer goods.

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challenges faced by the players in this competitive industry. Since 2017, there have been several major retail companies that have filed for bankruptcy. And this year, after COVID-19, more and more retailers have closed their businesses. However, not all retailers are experiencing the same adversity amid this global pandemic.

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