

# EVOLUTION AND TENDENCIES OF THE EUROPEAN RETAIL MARKET

## TENDINȚE ȘI EVOLUȚII ALE PIETEI DE RETAIL DIN EUROPA

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***Abstract:***

*This paper presents the current state of the retail market, its structure, as well as the tendencies of modern types of commerce on the retail market. The European retail market of 2010 will be characterized by the dominance of large stores. Thus, in 2010 supermarkets and hypermarkets are estimated to hold a 69% share of the retail market, followed by discount stores (15%), cash&carry (7%), proximity stores (5%), while drugstores and pharmacies will hold a 4% share.*

***Key words:*** market, retail market, retailers

***JEL classification:*** M31