

INTISARI

Industri ritel di Indonesia pada saat ini sedang mengalami masa pertumbuhan. Populasi penduduk Indonesia yang berjumlah lebih dari 220 juta dan merupakan salah satu yang terbesar di dunia merupakan pasar yang sangat potensial.

Industri ritel dapat dibagi ke dalam beberapa format, yaitu minimarket, supermarket, department store, hipermarket dan perkulakan, serta pasar tradisional. Persaingan di dalam industri ritel telah berkembang dengan sangat ketat melalui keberadaan ritel modern di kebanyakan kota-kota besar. Banyak strategi yang telah dilakukan oleh para peritel terutama diantaranya melakukan ekspansi untuk memperoleh pangsa pasar baru.

Tulisan ini membahas mengenai industri ritel secara menyeluruh meliputi pangsa pasar yang ada, prediksi pertumbuhan, persaingan, aturan yang berlaku, kecenderungan di masa depan, dan tingkat keatraktifan industri.

Kata Kunci : Industri ritel, minimarket, supermarket, department store, hipermarket, perkulakan.

ABSTRACT

Right now, the retail industry is continuing to growth. With a total population more than 220 million, Indonesia is one the world's most populous country where the market share for retail industry is very potential.

The retail industry in Indonesia is divided in format of minimarket, supermarket, department store, hypermarket and whole seller besides the traditional market. Competition in the retail industry in Indonesia has become increasingly tight. Most of Indonesia's modern retail are found in the major cities. Some strategies have generally worked well for retailers especially for expansion looking for the new market.

This paper is discussing about the retail industry overview, market size, growth projections, competition, regulatory environment, future trends, and industry attractiveness.

Key Word : Retail Industry, minimarket, supermarket, department store, hypermarket, wholeseller.