Retail expert available for comment on Amazon launch in Australia

Dr Louise Grimmer, one of Australia’s leading experts on retail, is available to comment TODAY on the arrival of Amazon in Australia.

“There has been a great deal of speculation about the impact of Amazon’s arrival on the retail sector in Australia,” Dr Gimmer said. “I think some of the commentary around its entry has been a little misplaced. While some of the larger players will certainly feel their arrival, particularly in the electronics, sporting goods and clothes sectors, the impact on small retailers is likely to be not as significant.”

After months of speculation about a launch date, it appears Amazon is set to launch in Australia this week.

The suggestions are that there will be a soft launch today (Thursday, 23 November 2017) allowing Amazon to capitalise on the annual pre-Christmas discount shopping day known as Black Friday and the following online shopping day known as Cyber Monday.

Dr Grimmer is a Lecturer in Marketing and a retail researcher in the Tasmanian School of Business and Economics at the University of Tasmania with a particular focus on small and independent retail firms. She publishes in international peer reviewed academic journals and her work has been featured in local, national, and international media.

Dr Grimmer is available for comment from 8.45am today, Thursday, 23 November.

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