



Yngve Bia of Generation Research talks about the industrys next big imminent retail takeover and explains sales and growth performances in 2013 and 2014, plus analysis by sales channel, region and product category. Doug Newhouse reports.

Generation President Bia also talks about the constant battle between suppliers and retailers and the newly-updated Generation system of store classification, while offering his short and long-term predictions for the industry and opinions on recent developments which are making waves.