Supermarkets - Europe - November 2015

Report Price: £2895.00 | $4688.31 | €3677.55

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"Food retailing is changing fast. Superstores have reached the limits of growth in France and the UK, there is unsatisfied demand for online shopping in Germany, Italy and Spain. The hard discounters are making a major impact outside Germany. The old certainties no longer apply and food retailers are under pressure to adapt."
– Richard Perks, Director of Retail Research

This report looks at the following areas:

- In the UK superstores are losing market share
- In France, the fastest growing sectors are convenience stores
- In Germany the hard discounters are retrenching, even though in many other countries, notably the UK, they are gaining market share
- In Spain there has also been a move to smaller supermarkets, but here it has been driven by a desire to save money by shopping more on an as needs basis. Mercadona has been the biggest beneficiary, but it is looking under threat from the discounters
- Online is growing, but still takes only a small share of sales, even in the most developed country, the UK.

Naturally the older formats are fighting back. Superstores are reconsidering their retail proposition. Hard discounters are gaining a new lease of life by widening their range and improving their fresh and chilled offer.

That also means that the lines between formats are becoming blurred.

But, ultimately, the key to successful food retailing in future will be the same as ever – to understand what customers really want and to be the best at delivering it. We think that the over-riding consideration is value for money, but that is a vague term coving not just quality and price, but range, service and everything else that goes into making a food retailer an attractive place to shop.

DID YOU KNOW?

This report is part of a series of reports, produced to provide you with a more holistic view of this market

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