Supermarkets - Europe - November 2018

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"Mintel's report on supermarkets in Europe paints a picture of a sector struggling with the problems of maturity. There is much less scope for new store development in Western Europe, while competition is increasing. There is some scope for expansion in Eastern Europe and Russia, but in the west strategies are increasingly defensive."
– Richard Perks, Director of Retail Research

This report looks at the following areas:

This report focusses on the five major European economies and their leading food retailers. In total we estimate that these five countries account for two-thirds of all food retailers' sales in Europe (excluding Russia).

In the European Summary we widen the scope of the report and look at the key statistics and the key players from other countries too. However, it is still the major retailers from the big five economies, but especially the UK, France and Germany, that dominate. One has to go down to number 12 in the rankings for the first retailer (Ahold Delhaize) not domiciled in one of the Big 5. More information about smaller countries can be found in the *European Retail Handbook, September 2018* and in the *European Retail Rankings*, which will be published in December 2018.

The focus of this report is supermarkets, but the market size used is for all food retailers. Supermarkets dominate food retailing across Europe taking around 87% of all food retailers' sales. The trend towards ever larger stores is beginning to reverse in some countries, and the specialists, though not the markets, are seeing their decline bottom out and even reverse. The trend to larger supermarkets seems to be coming to an end in the more developed markets with smaller convenience stores and hard discounters growing and taking market share.

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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Germany

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Ahold Delhaize