

Supermarkets - Germany - November 2017

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“The introduction of Amazon Fresh in May 2017 has been a shot in the arm for online grocery retailing in Germany with a number of the leading supermarkets launching or expanding their e-commerce offering. German consumers will quickly adapt to a new way of grocery shopping and this should lead to significant growth in the online channel in the years ahead.”

– **Thomas Slide, Retail Analyst**

This report looks at the following areas:

- Who shops for groceries
- Shopping for groceries in-store vs online
- Grocery retailers used
- Factors that could be improved at grocery retailers.

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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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Retail offering

Real

What we think

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