

European Retail Handbook - September 2019

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This is the 23rd edition of the European Retail Handbook.

It provides basic data about all the major European countries, their economies and their retail sectors. The handbook complements Mintel's major sector reviews, such as DIY, Supermarkets and Clothing, adding more detail and information about smaller economies.

This report looks at the following areas:

Definition

Retail sales data and company turnover figures are stated excluding sales tax in order to make the data more comparable. In the majority of cases the presentation of the retail sales figures is straightforward, as the official data is detailed and reliable. However, there are instances, where Mintel has had to use its own estimates and projections to produce credible figures. Retail sales figures are presented up to 2018 for all countries, and in most cases we also include our forecasts for 2019.

Consumer spending data is quoted including VAT.

In a handbook of this nature, the amount of explanatory detail that can be included with any set of statistics is limited. More in-depth information can be found in Mintel's series of reports on European Supermarket, Clothing, Electricals, DIY, and Beauty and Personal Care retailers, as well as Online Retailing.

Mintel also offers a wide range of financial performance data-driven products, such as The UK Retail Rankings, The European Retail Rankings and the "Retail Interactive" database of European retailer data.

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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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