

Supermarkets: More Than Just Food Retailing - UK - November 2013

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“If retailers respond to the changing retail environment, the decline in usage of large out-of-town stores can be reversed.”

– John Mercer, European Retail Analyst

This report looks at the following areas:

- What are the implications of online grocery shopping?
- Can revitalised stores halt a decline for hypermarkets?
- Is convenience booming?
- Who is feeling the heat from the discounters?

These are times of change for major grocery retailers. Upper-midmarket Sainsbury's and Waitrose are outperforming, despite the squeeze on incomes; Aldi and Lidl are soaring on the back of store openings, more premium products and (in Aldi's case) heavy advertising; Tesco has scaled back hypermarket openings and has been pouring money into store refits and opening smaller Express stores.

Tesco's move away from new hypermarket openings is largely in response to structural changes in the sector: migration of some non-food shopping and some grocery shopping online is raising challenges for large out-of-town stores.

The online, discount and convenience channels are growing faster than the total market, and this report addresses these structural changes in the sector.

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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