

Food and Non-food Discounters - UK - September 2015

Report Price: £1750.00 | \$2834.04 | €2223.04

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“In both food and non-food retailing discounters are making a big impact and they still have some way to go. We expect a period of consolidation in non-food discounting which will begin with Poundland absorbing 99p Stores. But even with that bonus Poundland and its multi-price peers led by B&M and Home Bargains have plenty of scope for growth.”

– Richard Perks, Director of Retail Research

This report looks at the following areas:

- Is the non-food discount sector already overshopped?
- Who are they really in competition with?
- How are the underlying trends in the marketplace affecting the non-food discounters?
- Can the food discounters continue their dramatic growth?
- Is there a place for online in discount retailing?

The discounters have been one of the fastest-growing sectors through the economic downturn. But we do not think that is because they rely on a recession to be attractive. In fact the first phase of their development was through the boom times of the early 2000s. Their appeal is much more broadly based because they play to people's desire for a bargain while at the same time focusing on offering great value for money. Both of those factors will still be important in any prolonged upturn, even though they will probably suffer as people look to trade up. They are now a permanent feature of the retail scene and they are one of the reasons why the high street is prospering at present.

They are in the right place at the right time. They will benefit from the current shift away from superstores to convenience retailing and they still have considerable potential for physical expansion. We will qualify that assertion a little through the report, but the underlying truth is that both food and non-food discounters are a relatively new phenomenon in the UK and they are a long way from being mature.

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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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Table of Contents

Overview

- What you need to know
- Areas covered in this report
- What is a discounter?

Executive Summary

- The market
- Discounters
- Market size and forecast
 - Figure 1: All discounters' sector size (£m excl VAT), 2010-20
- Discounters and the economy
- Companies, brands and innovation
 - Figure 2: Discounters' market shares, 2014
- Product mix
 - Figure 3: Non-food discounters' estimated product mix, 2014
- Innovation
- Online
- The consumer
- Where people shop
 - Figure 4: Discounters: Frequency of visits, July, 2015
 - Figure 5: Repertoire of shopping frequency, July 2015
- Products bought
 - Figure 6: Products bought from food and non-food discounters in the last three months, July 2015
- Appeal of discounters
 - Figure 7: Consumer attitudes towards discounters, July 2015
- What would make people shop at discounters more?
 - Figure 8: What would make people shop at discounters more, July 2015
- What we think
- Challenging
- Not just about bargains
- Fitting in with the convenience trend

Issues and Insights

- Is the non-food discount sector already overshopped?
- The facts
- The implications
- Who are they really in competition with?
- The facts

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The implications

How are the underlying trends in the marketplace affecting the non-food discounters?

The facts

The implications

Can the food discounters continue their dramatic growth?

The facts

The implications

Is there a place for online in discount retailing?

The facts

The implications

The Market – What You Need to Know

Rapid growth

Not just a product of the recession

Keys to success

Looking forward

Market Size and Forecast

Figure 9: Discounters' market size, 2009/10-2014/15

Figure 10: Food and non-food discounters' share of retail sales, 2009-14

Much more than a product of the recession

Figure 11: UK: GDP growth at constant prices, 2005-15

How do they do it?

Aldi/Lidl

Non-food discounters – The multi-price model

Non-food discounters – The fixed-price model

The forecast

Figure 12: All discounters' sector size (£m excl VAT), 2010-20

Figure 13: Sales and forecast: All discounters, 2010-20

Segmental analysis – Food discounters

Figure 14: Food discounters' sector size (£m excl VAT), 2010-20

Figure 15: Sales and forecast: Food discounters, 2010-20

Segmental analysis – Non-food discounters

Figure 16: Non-food discounters' sector size (£m excl VAT), 2010-20

Figure 17: Sales and forecast: Non-food discounters, 2010-20

The Consumer – What You Need to Know

The appeal of a bargain

Very wide use

So much more than for those just short of cash

Broad product appeal

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Report Price: £1750.00 | \$2834.04 | €2223.04

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Where could they do better?

Who Shops Where?

Figure 18: Discounters: Frequency of visits, July 2015

Figure 19: Repertoire of shopping frequency, July 2015

Figure 20: Profile of customers who have bought from leading discounters in the last three months, July 2015

Discounters by region

Figure 21: Discounters: Regional strengths and weaknesses, July 2015

Products Bought

Figure 22: Products bought from any discounter in the last three months, July 2015

Figure 23: Products bought from food and non-food discounters in the last three months, July 2015

Figure 24: Profile of food and non-food discounter shoppers, by products bought, July 2015

Figure 25: Discounters used, by products bought, July 2015

Why Do People Shop at Discounters?

Figure 26: Consumer attitudes towards discounters, July 2015

Figure 27: Consumer attitudes towards discounters, by discounter shopped at, July 2015

What Would Make People Shop at Discounters More?

Figure 28: What would make people shop at discounters more, July 2015

Figure 29: What would make people shop more at discounters, by where they already shop, July 2015

Poundland vs 99p Stores

Why Do People Not Shop at Discounters?

Figure 30: Why consumers hadn't shopped at a discounter in the last three months, July 2015

Key Players – What You Need to Know

Aldi and Lidl driving all before them

Poundland leads the field in fixed-price discounters

B&M and Home Bargains the leaders in multi-price discounting

Online – Most are trying to do it

Key Players

Figure 31: Leading discounters' sales, 2009/10-2014/15

Figure 32: Leading discounters' operating profits, 2009/10-2014/15

Figure 33: Leading discounters' operating margins, 2009/10-2014/15

Figure 34: Leading discounters' outlet numbers, 2009/10-2014/15

Figure 35: Leading discounters' sales per outlet, 2009/10-2014/15

Figure 36: Leading discounters' sales per sq m, 2009/10-2014/15

Innovation and Launch Activity

Instant reward scheme

Retailers responding to changing consumer shopping habits...

...new discount grocery chain targeting value-conscious shoppers

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...new chain of low-priced clothing stores
 ...discount second-hand jewellery chain
 ...department store group launches chain of discount stores
 ...'like-new' products discount outlet
 Former Asda chief launches discount fashion chain
 Fixed-price discounter focusing on suburban locations
 Store on stilts
 Figure 37: Lidl, Terenure, Ireland
 Pop-up discount store
 Specialty food discount store
 Online pound shops

Brand Communication and Promotion

Figure 38: Recorded above-the-line, online display and direct mail total advertising expenditure by the UK's leading discounters, 2010-14
 Top advertisers
 Figure 39: Recorded above-the-line, online display and direct mail total advertising expenditure by leading UK discounters, 2010-14
 Share of advertising spend
 Figure 40: Recorded above-the-line, online display and direct mail total advertising expenditure by the UK's leading discounters, by media type, 2011-14
 A note on adspend

Online

Figure 41: Discounters with transactional websites, 2015

Space Allocation Summary

Figure 42: Food discounters: Summary space allocation estimates, August 2015
 Figure 43: Fixed-price non-food discounters: Summary space allocation estimates, August 2015
 Figure 44: Multi-price non-food discounters: Summary space allocation estimates, August 2015
 Figure 45: Discounters: Detailed space allocation estimates, August 2015

Retail Product Mix

Food discounters
 Figure 46: Food discounters' estimated product mix, 2014
 Non-food discounters
 Figure 47: Multi-price non-food discounters' estimated product mix, 2014
 Figure 48: Fixed-price non-food discounters' estimated product mix, 2014
 Sales densities
 Figure 49: Leading discounters, estimated sales densities, 2014

Market Shares

Figure 50: Discounters' market shares, 2012-14

99p Stores Ltd

What we think

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Background

Company performance

Figure 51: 99p Stores Ltd: Group financial performance, 2009/10-2013/14

Figure 52: 99p Stores Ltd: Outlet data, 2009/10-2013/14

Retail offering

Aldi Stores Ltd (UK & Ireland)

What we think

Why is Aldi doing so well?

How does it do it?

Where next?

Background

Company performance

Figure 53: Aldi Stores Ltd (UK & Ireland): Group financial performance, 2009/10-2013/14

Figure 54: Aldi Stores Ltd (UK & Ireland): Outlet data, 2009/10-2013/14

Retail offering

B&M Retail

What we think

Background

Company performance

Figure 55: B&M European Value Retail: Group financial performance, 2011/12-2014/15

Figure 56: B&M European Value Retail: Outlet data, 2011/12-2014/15

Retail offering

Figure 57: B&M sales mix, 2013

Figure 58: B&M sales mix, by product price, 2013

Home Bargains (TJ Morris Ltd)

What we think

Background

Company performance

Figure 59: TJ Morris Ltd: Group financial performance, 2009/10-2014/15

Figure 60: TJ Morris Ltd: Outlet data, 2009/10-2014/15

Retail offering

Lidl (UK)

What we think

Background

Company performance

Figure 61: Lidl (UK): Estimated group financial performance, 2010/11-2014/15

Figure 62: Lidl (UK): Outlet data, 2010/11-2014/15

Retail offering

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Poundland Ltd

What we think

Background

Company performance

Figure 63: Poundland Ltd: Group financial performance, 2010/11-2014/15

Figure 64: Poundland Ltd: Outlet data, 2010/11-2014/15

Retail offering

Figure 65: Poundland product mix, 2014

Poundstretcher

What we think

Background

Company performance

Figure 66: Poundstretcher: Group financial performance, 2009/10-2013/14

Figure 67: Poundstretcher: Outlet data, 2009/10-2013/14

Retail offering

Poundworld Retail Ltd

What we think

Poor performance

TPG buying in

Where next?

Background

Company performance

Figure 68: Poundworld Retail Ltd: Group financial performance, 2009/10-2014/15

Figure 69: Poundworld Retail Ltd: Outlet data, 2009/10-2014/15

Retail offering

The Original Factory Shop Ltd

What we think

Background

Company performance

Figure 70: The Original Factory Shop Ltd: Group financial performance, 2009/10-2014/15

Figure 71: The Original Factory Shop Ltd: Outlet data, 2009/10-2014/15

Retail offering

Wilkinson Hardware Stores Ltd

What we think

Background

Company performance

Figure 72: Wilkinson Hardware Stores Ltd: Group financial performance, 2010/11-2014/15

Figure 73: Wilkinson Hardware Stores Ltd: Outlet data, 2010/11-2014/15

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Retail offering

Appendix – Data Sources and Abbreviations

Data sources

Mintel's discounter market size

Forecast methodology

Financial definitions

VAT

Abbreviations

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