

## Supermarkets - UK - November 2015

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

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“The grocery superstores are losing market share and the main focus of this report is to examine why. We think that there are underlying socio-economic changes taking place which allied to the growth of the hard discounters, Aldi and Lidl, is leading to growth in more frequent shopping trips and smaller basket sizes.”

– Richard Perks, Director of Retail Research

This report looks at the following areas:

- Why are the superstores losing market share?
- Should the superstores be cutting prices?
- Is this the end of the superstore?
- Online – A threat?

The grocery superstores whose growth has dominated food retailing since the early 1950s are now losing market share. We think the underlying reasons for this are socio-economic, allied to the growth of the hard discounters, Aldi and Lidl. Online is primarily a service to customers, though online shoppers spend less and that is also a small negative factor.

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The implications

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The facts

The implications

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M&S Simply Food and Waitrose still noted for quality and being expensive  
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## Retail offering

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