Supermarkets - Germany - November 2015

Report Price: £995.00 | $1611.35 | €1263.96

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"The German grocery sector is characterised by the maturity of the discount sector compared to that of other European markets. Consumers are used to splitting their grocery shopping between the discounters and supermarkets in order to get the best value for money but this has led to an underdeveloped e-commerce sector that struggles to fit with this 'little and often' style of shopping."
– Thomas Slide, Retail Analyst

This report looks at the following areas:

- Online retailing showing signs of development
- A mature market restricts store expansion

The German grocery market is characterised by the maturity of its discount sector compared to other European markets, which are seeing the discounters gain share as the economic climate remains difficult. The grocery shopping habits of German consumers reflects this dominance as they are much more likely to split their shopping into numerous shopping trips than elsewhere in Europe.

However, as the economy improves and unemployment falls, the growth of the discounters has come more into line with wider grocery sales. The discounters have found that to keep attracting new customers from the supermarkets they have to improve their service and product range. But by introducing more brands and services and experimenting with e-commerce they could risk undermining their low cost-base business model, which enables them to sell at such low prices, and consequently, their point of difference from the supermarkets.

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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