

Supermarkets - France - November 2015

Report Price: £995.00 | \$1611.35 | €1263.96

The above prices are correct at the time of publication, but are subject to change due to currency fluctuations.



“France’s grocery sector has been squeezed by weak consumer spending and falling food prices. With only a slight economic recovery, we see few signs of this changing in the near future and trading conditions will continue to be tough.”

– Natalie Macmillan, Senior European Analyst

This report looks at the following areas:

- How will online grocery retailing develop?
- Adapting to a changed retail landscape

Grocery retailing in France is highly competitive and price focussed. Grocery sector sales fell by 1.8% in 2014 as consumer spending on food and drink contracted and prices on food fell by 1.7%. Shopping behaviour is changing, with 47% of consumers looking out for more bargains and 26% switching to a lower priced retailer.

Hypermarkets and supermarkets have been the most badly affected, and have seen sales decline, particularly in non-food. Shoppers are switching more of their spending to smaller stores as they shop more frequently and with smaller basket sizes. 70% of our survey said they carry out smaller/top-up shops most or all of the time in France.

Many are turning online for food shopping and it is the Drive format that dominates the sector, with over 3,500 now operating across the country. There is little scope for many new outlets and growth is now being driven by technological innovations and new developments, such as locker pickups and click and collect from smaller stores aimed more at customers on foot.

BUY THIS
REPORT NOW

VISIT:
store.mintel.com

CALL:
EMEA
+44 (0) 20 7606 4533

Brazil
0800 095 9094

Americas
+1 (312) 943 5250

China
+86 (21) 6032 7300

APAC
+61 (0) 2 8284 8100

EMAIL:
reports@mintel.com

DID YOU KNOW?

This report is part of a series of reports, produced to provide you with a more holistic view of this market

Supermarkets - France - November 2015

Report Price: £995.00 | \$1611.35 | €1263.96

The above prices are correct at the time of publication, but are subject to change due to currency fluctuations.

Table of Contents

Europe – Overview

- What you need to know
- Areas covered in this report
- Technical notes
- Consumer spending
- Retail sales
- Financial definitions
- Currencies
- Abbreviations
- Sales tax rates
 - Figure 1: VAT rates, 2011-15

France – Overview

- What you need to know
- Areas covered in this report

Executive Summary

- The market
- Spending and inflation
 - Figure 2: France: Annual % change in total household expenditure and expenditure on food, beverages and tobacco, 2011-15 (in current prices)
- Channels of distribution
 - Figure 3: France: Estimated distribution of spending on food and beverages, 2014
- Sector size and forecast
 - Figure 4: France: Annual % change in all retail sales (excl. fuel) and food retail sales, 2010-16
- Leading players
- Key metrics
- Market shares
 - Figure 5: France: Leading grocery retailers' estimated shares of all food retailers' sales, 2014
- Online
 - Figure 6: France: Percentage of all individuals who have bought groceries online in the last year, 2014
- The consumer
- Who shops for groceries
 - Figure 7: France: Who is responsible for grocery shopping, September 2015
- How they shop for groceries
 - Figure 8: France: How they shop for groceries, September 2015
- Where they shop for groceries
 - Figure 9: France: Where they spend most on groceries, September 2015
- What we think

**BUY THIS
REPORT NOW**

VISIT: store.mintel.com
 CALL: EMEA +44 (0) 20 7606 4533 | Brazil 0800 095 9094
 Americas +1 (312) 943 5250 | China +86 (21) 6032 7300
 APAC +61 (0) 2 8284 8100 |
 EMAIL: reports@mintel.com

Supermarkets - France - November 2015

Report Price: £995.00 | \$1611.35 | €1263.96

The above prices are correct at the time of publication, but are subject to change due to currency fluctuations.

Issues and Insights

How will online grocery retailing develop?

The facts

The implications

Adapting to a changed retail landscape

The facts

The implications

Figure 10: France: Grocery shopping habits (2015-Q2)

The Market – What You Need to Know

Economy weak but spending picking up

Hypermarkets and supermarkets dominate but sales in decline

Subdued sector sales but improvement on the horizon

Spending and Inflation

France's economy a weak spot in the eurozone

Consumption and purchasing power regaining momentum

Spending on food and drink

Figure 11: France: Consumer spending on food, drink and tobacco (incl. VAT), 2010-15

Inflation

Figure 12: France: Harmonised indices of consumer prices, (% annual change), 2010-14

Figure 13: France: Harmonised indices of consumer prices, (% annual change), March 2014-September 2015

Channels of Distribution

Grocers dominate

Specialists a vital part of French daily life

Online growing

Others very small

Figure 14: France: Estimated distribution of spending on food and drink, 2014

Sector Size and Forecast

Weak consumption and low inflation holding back growth

Figure 15: France: Food retailers' sales (excl. VAT), 2010-15

Figure 16: France: Food retailers' sales forecasts (excl. VAT), 2015-20

Figure 17: France: Retail sales by supermarkets and hypermarkets, 2011-14

Figure 18: France: Breakdown of sales in hypermarkets by type of product, 2009-14

Figure 19: France: Sales in supermarkets and hypermarkets by type of product, 2011-14

Leading Retailers – What You Need to Know

A competitive and well populated sector

Signs of concentration

Drive dominates online

BUY THIS
REPORT NOW

VISIT: store.mintel.com

CALL: EMEA +44 (0) 20 7606 4533 | Brazil 0800 095 9094

Americas +1 (312) 943 5250 | China +86 (21) 6032 7300

APAC +61 (0) 2 8284 8100 |

EMAIL: reports@mintel.com

Supermarkets - France - November 2015

Report Price: £995.00 | \$1611.35 | €1263.96

The above prices are correct at the time of publication, but are subject to change due to currency fluctuations.

Leading Retailers

2014 characterised by weak consumption and flat or falling sales
 Figure 20: France: Grocery shopping habits, 2014 (Q2) and 2015 (Q2)

Winners and Losers

Hard times force cooperation and partnerships

Discounters growing strongly

New store formats

Drive dominates e-commerce in groceries

Figure 21: France: Leading grocers, sales, 2011-14

Figure 22: France: Leading grocers outlet numbers, 2011-14

Sales per outlet

Figure 23: France: Leading grocers, sales per outlet, 2012-14

Market Shares

Leclerc widening the gap with Carrefour

A concentrating market

Figure 24: France: Leading grocers shares of all food retailers sales, 2011-14

Online

France at a medium stage of development

Online activity

Figure 25: France: Percentage of all individuals purchasing online in the past 12 months, 2010-14

Figure 26: France: Percentage of all individuals who have bought groceries online in the last year, 2014

Online sales

Leading online players

The Consumer – What You Need to Know

Single shoppers on the rise and men doing more

Top up shopping widespread

Online shopping still small

A quarter of primary shoppers use Leclerc

Lidl top for secondary shopping

The Consumer – Who Shops for Groceries

Almost two-thirds of adults are responsible for grocery shopping

Figure 27: France: Who is responsible for grocery shopping, September 2015

Shopping becoming less just women's work

Figure 28: France: Who is responsible for grocery shopping, September 2015

The Consumer – How They Shop for Groceries

Top up shopping widespread

Figure 29: France: How they shop for groceries, September 2015

BUY THIS
REPORT NOW

VISIT: store.mintel.com
 CALL: EMEA +44 (0) 20 7606 4533 | Brazil 0800 095 9094
 Americas +1 (312) 943 5250 | China +86 (21) 6032 7300
 APAC +61 (0) 2 8284 8100 |
 EMAIL: reports@mintel.com

Supermarkets - France - November 2015

Report Price: £995.00 | \$1611.35 | €1263.96

The above prices are correct at the time of publication, but are subject to change due to currency fluctuations.

How they do a regular main shop: in-store versus online

Figure 30: France: How they shop for groceries (main shop), in-store versus online, September 2015

How they do top-up shopping: in-store versus online

Figure 31: France: How they shop for groceries (top-up shops), in-store versus online, September 2015

The Consumer – Where They Shop for Groceries

A quarter of primary shoppers use Leclerc

Figure 32: France: Where they spend most on groceries, September 2015

Figure 33: France: Where they spend most on groceries, by age and income, September 2015

Lidl top for secondary shopping

Figure 34: France: Where else they shop for groceries in a typical month, September 2015

Figure 35: France: Where else they shop for groceries in a typical month, by age and average income, September 2015

Appendix – Data Sources, Abbreviations and Supporting Information

Abbreviations

Data sources

Aldi

What we think

Aldi Sud still the innovator

The UK

Costs

Online

Everywhere else

Company background

Company performance

Figure 36: Aldi: Group financial performance, 2010-14

Figure 37: Aldi: Outlet data, 2010-14

Retail offering

Auchan

What we think

A primarily hypermarket business

Growing importance of Eastern Europe

What of the future?

Company background

Company performance

Figure 38: Auchan: Group financial performance, 2010-14

Figure 39: Auchan: Revenue by region, 2010-14

Figure 40: Auchan: Retail sales estimates by country (Europe only), 2010-14

Stores

Figure 41: Auchan: Outlet data (consolidated stores only), 2010-14

BUY THIS
REPORT NOW

VISIT: store.mintel.com

CALL: EMEA +44 (0) 20 7606 4533 | Brazil 0800 095 9094

Americas +1 (312) 943 5250 | China +86 (21) 6032 7300

APAC +61 (0) 2 8284 8100 |

EMAIL: reports@mintel.com

Supermarkets - France - November 2015

Report Price: £995.00 | \$1611.35 | €1263.96

The above prices are correct at the time of publication, but are subject to change due to currency fluctuations.

Retail Offering

Carrefour

What we think

Turnaround plan bearing fruit

Smaller stores

Online a prime focus

Company background

Company performance

Figure 42: Carrefour: Group financial performance, 2010-14

Figure 43: Carrefour: Outlet data, 2010-14

Figure 44: Carrefour (Europe): Outlet numbers 2012-14

Figure 45: Carrefour: European hypermarket numbers (directly operated stores only), 2014

Figure 46: Carrefour: European supermarket numbers (directly operated stores only), 2014

Figure 47: Carrefour: European C-store numbers (directly operated stores only), 2014

Retail offering

Casino

What we think

Reinventing Géant

Middle ground the problem

A focus on convenience

Company background

Company performance

Figure 48: Casino: Group financial performance, excl. sales tax, 2010-14

Figure 49: Casino: Outlet data (excluding franchises), 2010-14

Retail offering

Intermarché /ITM Entreprises (Groupement des Mousquetaires)

What we think

Mag3.E enhanced in-store shopping experience

Bargaining strength through joint purchasing alliances

Tapping into new technology to make in-store shopping quicker

Polish expansion on the back of dynamic sales growth in 2014

Drive-thru service expansion and click-and-collect lockers roll-out

Company background

Company performance

Figure 50: Groupement des Mousquetaires (Intermarché /ITM Entreprises): Core European retail activity financial performance, 2010-14

Figure 51: Groupement des Mousquetaires (Intermarché /ITM Entreprises): Core European retail outlet data, 2010-2014

Retail offering

E Leclerc

BUY THIS
REPORT NOW

VISIT: store.mintel.com

CALL: EMEA +44 (0) 20 7606 4533 | Brazil 0800 095 9094

Americas +1 (312) 943 5250 | China +86 (21) 6032 7300

APAC +61 (0) 2 8284 8100 |

EMAIL: reports@mintel.com

Supermarkets - France - November 2015

Report Price: £995.00 | \$1611.35 | €1263.96

The above prices are correct at the time of publication, but are subject to change due to currency fluctuations.

What we think

Drive continues to perform well

Investing for the future

Strengthening its position via alliances

Company background

Company performance

Figure 52: E Leclerc: Group financial performance, excl. VAT, 2010-14

Figure 53: E.Leclerc: Estimated international sales by country, excl. VAT, Inc. fuel, 2011-14

Figure 54: E. Leclerc: Group outlet data, 2010-14

Retail offering

Schwarz Group (Lidl, Kaufland)

What we think

Cost

Kaufland

Expansion

Where next

Company background

Company performance

Figure 55: Schwarz Group: Group financial performance, 2010/11-2014/15

Figure 56: Schwarz Group: Outlet data, 2010/11-2014/15

Retail offering

Spar International

What we think

Transit locations

Pushing its health and wellness credentials

Leading the contactless payment revolution

Strengthening local ties

New digital strategy to connect with Millennials

An award winning brand

Building on its foodservice offering

Company background

Company performance

Figure 57: Spar International: Retail sales, by country, 2010-14

Figure 58: Spar International: Outlets, 2010-14

Figure 59: Spar International: Retail sales area, 2010-14

Figure 60: Spar International: Sales per sq m, by country, 2010-14

Retail offering

BUY THIS
REPORT NOW

VISIT: store.mintel.com

CALL: EMEA +44 (0) 20 7606 4533 | Brazil 0800 095 9094

Americas +1 (312) 943 5250 | China +86 (21) 6032 7300

APAC +61 (0) 2 8284 8100 |

EMAIL: reports@mintel.com