

Supermarkets - Italy - November 2016

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“The Italian economy has improved, but years of challenging market conditions have taken their toll. Fragmentation is growing as consumers spread their shopping around to get the best value for money. The discounters and conveniently located supermarkets are the strongest performers currently while the over-spaced hypermarkets are finding life increasingly difficult.”

– **Thomas Slide, Retail Analyst**

This report looks at the following areas:

- **The Italian home-grown discount sector**
- **A changing of the guard**

The Italian economy has enjoyed a better performance over the past two years, with growth in GDP leading to increased consumer spending. The improvement in the economy has helped food retailers to grow overall sales in 2015 for the first time since 2012 and at the fastest rate since before the recession of 2008.

After years of challenging economic times Italian consumers are prepared to hunt for value and the winners in the sector have been those retailers that offer strong value for money. The home-grown discount stores have been performing well alongside Lidl, and with Aldi planning to enter the market in 2017 we are likely to see the discounter sub-sector continue to grow in importance.

Grocery e-commerce lags a long way behind other European markets. There have been signs of growth but while many consumers are open to the idea of buying groceries online Mintel consumer research finds that a significant proportion of those that have done so say they would not repeat the experience.

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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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