

## Supermarkets - Italy - November 2017

Report Price: £995.00 | \$1321.06 | €1134.00

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“The Italian economy is showing signs of recovery and this is reflected in the improved performances reported by many of the top grocery retailers. The major players in the sector have also been increasing investment in improving their offer, both in-store and online. However, Italian consumers are still very price-conscious and we expect them to remain so for the foreseeable future.”

– **Michael Oliver, Senior Retail Analyst**

This report looks at the following areas:

- Who shops for groceries
- Shopping for groceries in-store vs online
- Grocery retailers used
- Factors that could be improved at grocery retailers

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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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### The Market – What You Need to Know

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Consumer spending drives GDP increase  
Inflation almost negligible  
Grocers take three-quarters of spending on food drink  
Good growth in 2016 but not as high as the previous year  
A return to slightly stronger growth is predicted

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Coop Italia retains market leadership  
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Data sources

ISTITUTO CENTRALE DI STATISTICA (ISTAT) – Rome

EUROSTAT – Luxembourg

PIANETA DISTRIBUZIONI, a report produce by Largo Consumo

## Auchan

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Single brand simplifies relationship with customers

Selling off non-core businesses

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Retail offering

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Retail offering

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