

## Supermarkets - France - November 2017

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“The French grocery sector is undergoing structural change. Larger stores are struggling to maintain sales, and smaller (local and specialised) stores are growing. Buying food online is increasingly popular. Home delivery services are a key area of competition, and interest is growing in healthy eating and in environmental issues.”

– **Natalie Macmillan, Senior European 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 facts
- The implications

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## The Market – What You Need to Know

- Economy picks up speed after prolonged period of subdued growth
- Spending on food and drink growing in value and volume terms
- Grocers are the primary channel for buying food and drink
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- Lidl's move upmarket
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## Leading Players

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Leclerc extending its lead

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INSTITUT NATIONALE DE LA STATISTIQUE ET DES ÉTUDES ÉCONOMIQUES (INSEE) – Paris

EUROSTAT – Luxembourg

EDITIONS DAUVERS - Rennes

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### Retail offering

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### Selling off non-core businesses

### Stronger buying links with Système U but closer relationship ruled out

### An expanding presence in Eastern Europe

### What next?

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### Retail offering

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### What we think

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Longer opening hours, new loyalty card and more delivery options boost Monoprix

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### Company background

### Company performance

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### Retail offering

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A trailblazer on price

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Retail offering

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Retail offering

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Retail offering

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