Supermarkets - Europe - November 2019

Report Price: £2895.00 | $3909.12 | €3258.03

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

"European supermarkets continue to face the challenges of a mature and increasingly competitive market. While in certain countries of Eastern Europe there is still some room for growth, in most Western European economies the leading players are being forced to act defensively and to continue to innovate not to lose share to the existing competition."
– Armando Falcao, European Retail Analyst

This report looks at the following areas:

Supermarkets and discounters fight for the leadership in the various countries and the main international discounters, Aldi and Lidl have continued to gain relevance by expanding their offering and investing to improve the overall shopping experience in their stores.

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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