

European Retail Handbook: Inc Impact of COVID-19 - September 2020

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"In 2019, retail sales increased for the vast majority of European countries, and the combined value of retail sales for the 36 major economies covered in Mintel's European Retail Handbook reached €3.5 trillion."
- Armando Falcao, Research Analyst

This report looks at the following areas:

- The anticipated impact of COVID-19 on total retail sales in 2020 across the 36 countries covered in the Handbook.
- The value of the retail sector in each country over a five-year period, including breakdown by sub-sector.
- Background population and economic data; the impact this is having on the retail sector.
- Online purchasing with estimates of the size of the online retail sector for each country.
- Leading retailers in each country by major retail sector, including sales figures and outlet numbers in 2019

Definition

The retail sales data and company turnover figures provided in the Handbook are stated excluding sales tax in order to make the data more comparable across countries. In the vast majority of cases, retail sales figures are straightforward, detailed and reliable. Nevertheless, it is important to mention that in certain instances, Mintel has to use its own estimates and projections to produce credible figures and comparative analysis.

Consumer spending data (final consumption expenditure of households) is quoted including VAT.

As with all previous editions of this Handbook, the amount of explanatory detail that can be included with any set of statistics is limited. Readers will find more in-depth and detailed information in Mintel's report series on European retailing sectors, which include supermarkets, clothing, footwear, electrical goods, DIY, beauty and personal care retailers, and online retailing.

Mintel also offers a series of financial performance, data-driven products, such as the UK Retail Rankings, the European Retail Rankings and the "Retail Interactive" database of European retailers.

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