



European Retail Rankings: Inc Impact of COVID-19 - December 2020

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This report looks at the following areas:

- The impact of COVID-19 on the European retailing sector.
- Winners and losers in the retail sector.
- The leading players in European retail by sales.
- Information on profits, number of outlets and sales densities for the leading players.
- Breakdown of major players by country and retail sector.

The European Retail Rankings focusses on the leading retailers in Europe and puts them in perspective. This is a report where the numbers are all important, though we also give some background information both by sector and by country. We provide a three-year record of the main statistics (in so far as they are available) with a summary table of the 350 leading retailers in Europe as well as where those retailers operate and what sectors they operate in.

The cut off point is sales of €432 million this year. This is somewhat lower than last year, an indication of the fact that retailers found even the year before COVID-19 difficult but also reflecting some major mergers.

Currency translation is a necessary evil. In theory it should make data comparable and it should iron out changes in relative economic performance, but that is not always the case and fluctuations are inevitable.



“Food retailers head the European retail rankings, however the ranking does reflect growth in online. Although this report only covers the period up to June 2020, one can see some of the COVID impact in retailers that are quoted. In general, non-food retailers have seen extended forced closures. Food retailers have benefitted from more people staying at home and restaurants being closed.”

**Michael Oliver, Senior
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Retail Analyst**
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