Supermarkets: Inc Impact of COVID-19 - Europe - November 2020

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"European supermarkets and discounters stand out in terms of the impact of the COVID-19 pandemic having experienced a strong uptick in demand for food and essentials during 2020."
– Armando Falcao, European Retail Analyst

This report looks at the following areas:

- **The impact of COVID-19 on the grocery retailing sector.**
- **The winners and losers in the grocery retailing sector since the start of the COVID-19 outbreak.**
- **The growth of the online grocery channel and the boost given to it by the COVID-19 outbreak.**
- **How people shop for groceries and which retailers they use for main and top-up shops.**
- **How behaviours of grocery shoppers have changed since the start of the COVID-19 outbreak.**

This report focusses on the five major European economies and their leading food retailers. In total, we estimate that these five countries account for two-thirds of all food retailers' sales in Europe excluding Russia.

In the European Summary, the scope of the report is widened as we look at the key statistics and the key players from other countries beyond the big 5. However, it is still the major retailers from the big five economies, but especially the UK, France and Germany, that dominate. One still has to go down to number 14 in the rankings to find the first retailer (X5 Retail Group) not domiciled in one of the Big 5. Additional details about smaller countries can be found in Mintel's European Retail Handbook – September 2020 and in the European Retail Rankings, which will be published at the end of the year.

The focus of this report is supermarkets, but the market size used is for all food retailers. Supermarkets dominate food retailing across Europe taking between 85% and 90% of all food retailers' sales. Some markets continue to see a reverse in the trend towards ever larger stores, especially in the light of the COVID-19 pandemic and consumers opting to shop more locally and from smaller players. The trend to larger supermarkets seems to be coming to an end in the more developed markets, with smaller convenience stores and hard discounters growing and taking market share. In addition, food specialists have seen the previous trend of decline reverse as they have fared a little better.

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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