

Supermarkets – Europe – 2021

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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.

Supermarkets and discounters in Europe benefitted from the COVID-19 pandemic in 2020 as non-essential stores and food service were forced to close for long periods. 2021 saw that level of growth fall slightly although growth remained healthy. Consumers have cut back on non-essential spending during the pandemic, instead prioritising essential purchases including groceries. Mintel's Global COVID-19 Tracker confirms that compared to before the outbreak, consumers in Europe now spend more on food. Going forwards, as the pandemic abates, we would expect spending to start coming back to discretionary items and expenditure on non-discretionary goods and services to normalise.

With the growing importance of discounting and lower prices as a result of tighter budgets and less impulsive spending due to the COVID crisis, discounters are seeing a further boost to their fast and continuous growth. Given the way in which COVID-19 has impacted consumer behaviour in grocery shopping, we think that discounters will likely increase their online grocery services in the coming years.

Some consumers have seen their financial situation improve during the pandemic and we see an opportunity for greater segmentation of online services, particularly in the area of premium offers, such as rapid grocery



"Having experienced a strong demand for food and essentials, European supermarkets and discounters continue to benefit from the ongoing COVID-19 pandemic. Food retailers' sales increased across the continent and the sector still presents good prospects for retailers which is underpinned by shifting consumer priorities."

– Utku Tansel, European Retail Analyst

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delivery. Our research for this report shows that there is also an opportunity for retailers to take a stronger position on sustainability, with consumers wanting to see more action in this area.

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Table of Contents

OVERVIEW

- **Areas covered in this Report**
- **Key issues covered in this Report**
- **Country coverage**
- **Consumer research coverage**
- **Definitions and technical notes**
- **Consumer spending definitions**
- **Retail sales**
- **Financial definitions**
- **Currencies**
- **Sales tax rates**
Figure 1: VAT rates around Europe, 2014–21
- **Abbreviations**

COVID-19 MARKET CONTEXT

- **Short, medium and long-term impact of COVID-19 on supermarkets**
Figure 2: Short, medium and long term impact of COVID-19 on Supermarkets, November 2021

EXECUTIVE SUMMARY – EUROPE – THE MARKET

- **Sector size and forecast**
Figure 3: Europe: Retail sales by food retailers, excluding VAT, 2015–20
Figure 4: Europe Big Five: Food retailers, forecast sales, 2021–26
- **Consumer spending**
- **Food and non-alcoholic drink**
Figure 5: Europe: Spending on food and non-alcoholic drinks, including VAT, 2015–20
- **Alcohol, tobacco and narcotics**
Figure 6: Europe: Spending on alcoholic drinks, tobacco and narcotics, 2015–20
Figure 7: Europe: Spending on products for personal care, 2015–20
- **Consumers still spending more on food than before the pandemic**
Figure 8: Europe Big 5: changes to spending habits as a result of the COVID-19 pandemic, 2021
- **Spending and retail sales**
Figure 9: Europe: Spending on food, drink and health & beauty as % of all food retailers' sales, 2015–20

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- Full Report PDF
- Infographic Overview
- Powerpoint Presentation
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- Inflation**

Figure 10 Europe: harmonised index of food and non-alcoholic drinks prices, annual % change, 2015-20

Figure 11: Europe: harmonised index of alcohol, tobacco and narcotics prices, annual % change, 2015-20

- Online**

Figure 12: Europe: Online grocery sales, including VAT, 2020

Figure 13: Europe Big 5: changes to spending habits as a result of the COVID-19 pandemic, 2021

- Companies and brands**

Figure 14: Europe: Leading food retailers, sales, 2016/17-2020/21

Figure 15: Europe: Leading food retailers, outlets, 2016/17-2020/21

- Market shares**

Figure 16: Europe: Leading food retailers' shares of all food retailers' sales, 2016/17-2020/21

EXECUTIVE SUMMARY – EUROPE – THE CONSUMER

- The research**

- Who shops for groceries**

Figure 17: Europe: Who shops for groceries, by country, 2021

Figure 18: Who shops for groceries, by gender, 2021

- How people shop for groceries**

Figure 19: Europe: How they shop for groceries, 2021

- Where they shop for groceries**

- Primary shop**

Figure 20: Europe: Two most used retailers and proportion of shoppers where respondents spend the most money – primary shop, by country, 2021

- Top-up shopping**

Figure 21: Europe: Two most used retailers for top-up shopping, by country, 2021

- Attitudes towards grocery shopping**

- Supermarkets should re-educate shoppers on seasonal fresh produce**

- Widespread support for brands to show carbon footprint of products**

- Consumers want less packaging**

- The fight against food waste fast becoming a priority**

- High levels of interest in locally made**

- An appetite for greater automation**

- An opportunity to strengthen loyalty levels**

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Full Report PDF

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Figure 22: Europe: Attitudes towards grocery retailers and COVID-19-related issues, 2021

EXECUTIVE SUMMARY – EUROPE – LAUNCH ACTIVITY AND INNOVATION

- **Sustainability comes to the fore**
- **Reducing use of plastics**
- **Aldi launches deposit return scheme**
- **Cutting back on food waste**
- **Show me your carbon footprint**
- **Scan and go**
- **The emergence of rapid delivery**
- **New collaborations, new opportunities**

Figure 23: Amazon Fresh, Ealing, 2021

Figure 24: Gorillas delivery, 2021

Figure 25: Getir, IMAX Waterloo, London advertisement, 2021

UK

- **Overview**
- **Key issues covered in this Report**
- **COVID-19: market context**
- **Economic and other assumptions**
- **Products covered in this Report**
- **Executive Summary**
- **Impact of COVID-19 on supermarket sector**
Figure 26: Short-, medium- and long-term impact of COVID-19 on supermarket retail, 2020-25
- **The market**
- **Market size and forecast: all grocery retail sales**
Figure 27: Market forecast for all grocery retail sales (including VAT), 2016-26
- **Market size and forecast: supermarket sector size**
Figure 28: Market forecast for supermarket sales (including VAT), 2016-26
- **A third remain hesitant to come into store**
Figure 29: COVID-19 Tracker: Impact on online shopping behaviour and time spent in-store, 2020-21
- **Footfall sees a recovery**
Figure 30: Google COVID-19 Community Mobility Reports: UK (National), average monthly change from baseline, 2020-21
- **Supermarkets to have regained some ground in 2021**
Figure 31: Estimated channels of distribution for grocery retail sales, by channel, 2011-21
- **Confidence shakes on rising inflation and new variant fears**

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- Figure 32: Future Financial Confidence Index, 2015-21
- **Inflation in grocery currently under-indexing...**
Figure 33: CPIH and core components of inflation, 2021
- **...however greater spending in other areas will put pressure on non-discretionary areas**
Figure 34: Financial Confidence Tracker, confirmed spending in the last three months, 2019-21
- **Leading retailers**
- **Online strength helps to boost big four in a competitive market...**
Figure 35: Leading grocery retailers: share of all grocery retail sales, 2020
- **...however newer entrants point to a diversification of mission online**
Figure 36: Getir, IMAX Waterloo advertisement, 2021
- **Checkout-free hits convenience sector, but could be truly disruptive in the large-format sector**
Figure 37: Amazon Fresh, Wembley, 2021
- **Sustainability drives a refill revolution**
Figure 38: Asda's draught beer refill station, 2021
- **M&S leads on store-based experience stakes**
Figure 39: Key metrics for selected brands, 2021
- **The consumer**
- **Big-basket remains heightened**
Figure 40: How grocery shoppers typically shop, 2015-21
- **Although for some frequency of shop is reverting to pre-pandemic**
Figure 41: Frequency of grocery shop, 2018-21
- **Tesco's dominance in core channels means over half shop with the retailer**
Figure 42: Grocery retailers used, 2021
- **Shopper losses in the supermarket channel stabilise...**
Figure 43: Store format where the most is spent in a typical month, 2016-21
- **...and intention across the next year is positive**
Figure 44: Expected channel use over the next 12 months, 2021
- **Convenience and price key large-format drivers**
Figure 45: Why the most is spent in supermarkets in a typical month, 2021
- **Additional convenience around checkout and multi-mission could drive greater reliance on the format**

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- Powerpoint Presentation
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Figure 46: What would encourage more supermarket shopping, 2021

- **Greater range can lead to greater waste**
Figure 47: Attitudes to grocery shopping, 2021
- **Issues and Insights**
- **The multi-mission shop post-COVID-19**
- **Value – price is key but it is just one aspect of the equation**
- **Market Drivers**
- **GDP should reach pre-pandemic levels by the end of Q1 2022...**
- **...but the post-COVID bounceback will be short term**
- **Consumers’ financial wellbeing has slipped from its recent high point..**

Figure 48: Household Financial Wellbeing Index, 2016-21

- **...and concerns over inflation are coming to the fore**
Figure 49: Consumer concerns over cost-of-living changes, 2021
- **Improved confidence in 2021 and restrictions ending means retail is more opposed for share of wallet**
Figure 51: Financial Confidence Tracker, confirmed spending in the last three months, 2019-21

- **Inflationary pressures are mounting**
Figure 52: CPIH and core components of inflation, 2021
Figure 53: Real income growth: average weekly earnings versus CPIH, 2018-21

- **Food inflation being driven up by import levels**
Figure 54: Origins of food consumed in the UK, 2019
Figure 55: UK trade, value of import and export by food groups, 2019

- **Footfall recovers more strongly in 2021**
Figure 56: Google COVID-19 Community Mobility Reports: UK (National), average monthly change from baseline, 2020-21

- **Summary of key economic data, 2020-26**
Figure 57: Key economic data, 2020-26

- **Consumer Spending on Food and Drink**
Figure 58: Consumer spending (value, non-seasonally adjusted), total and year-on-year growth in core in-home food and drink categories, 2020-21
- **Growth slows as movement comes back into the market**
Figure 59: Consumer spending (value, non-seasonally adjusted) on core in-home food and drink categories, 2016-21

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- Executive Summary
- Full Report PDF
- Infographic Overview
- Powerpoint Presentation
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- **Inflation starting to bite**

Figure 60: Inflation: core in-home and out-of-home food and drink categories, 2021

- **Despite dip in 2021, value sales of food remain inflated by the pandemic**

Figure 61: Annual % change in consumer spending, value and volume, and inflation in food, 2015-21

Figure 62: Breakdown of consumer spending on food, 2020

- **Greater in-home coffee and tea consumption drives non-alcoholic drink sales**

Figure 63: Annual % change in consumer spending, value and volume, and inflation in non-alcoholic drinks, 2015-21

- **Hospitality closures see in-home alcoholic drink spending soar**

Figure 64: Annual % change in consumer spending, value and volume, and inflation in alcoholic drinks, 2015-21

Figure 65: Breakdown of value spending in the alcoholic drinks category, 2020

- **Market Size and Performance**

- **Impact of COVID-19 on supermarket sector**

Figure 66: Short-, medium- and long-term impact of COVID-19 on supermarket retail, 2021

- **Grocery retail sector sees record highs in 2020**

Figure 67: ONS grocery retail sales, by value and volume, non-seasonally adjusted year-on-year growth, 2020-21

- **Supermarket sales grow under the market in 2020 as online soars and non-foods are hit**

Figure 68: All grocery retail and supermarket sector size, (including VAT), 2016-21

- **Market Forecast**

- **Grocery sector set for a period of inflation-led growth**

Figure 69: Market forecast for all grocery retail sales (including VAT), 2016-26

- **Larger-format players expected to benefit from pressure on finances**

Figure 70: Market forecast for supermarket sales (including VAT), 2016-26

- **Market drivers and assumptions**

Figure 71: Key drivers affecting Mintel's market forecast, 2017-26

- **Forecast methodology**

- **Channels of Distribution**

- **Online remains at record levels...**

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Full Report PDF

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Figure 72: Estimated channels of distribution for grocery retail sales, 2021

- **...but supermarkets reclaim some ground in 2021**

Figure 73: Estimated channels of distribution for grocery retail sales, by channel, 2011-21

- **How They Shop**

- **Big-basket shops remain heightened**

Figure 74: How grocery shoppers typically shop, 2015-21

- **Seasonality and unexpected events affect shopping habits**

Figure 75: How grocery shoppers typically shop, by quarter, 2016-21

- **Frequency of shop creeps back up**

Figure 76: Frequency of grocery shop, 2018-21

- **Retailers Shopped With**

- **Over half of UK grocery shoppers use Tesco**

Figure 77: Grocery retailers used, 2021

- **Tesco continues to leak shoppers**

- **Morrisons loses secondary shoppers**

Figure 78: Trend of grocery retailers usage, 2019-21

- **Aldi more likely to be a primary shop than Lidl**

Figure 79: Grocery retailers used for primary and secondary shops, 2021

- **Over a third shop at just one extra store a month**

Figure 80: Repertoire of secondary retailers used, 2021

- **Tesco shoppers visiting Sainsbury's and Aldi**

Figure 81: Where leading retailers' primary shoppers also visit, 2021

- **Retailer Demographic Comparison**

- **Morrisons' audience skewed towards older shoppers**

Figure 82: Leading grocery retailers used for primary and secondary shops, by age, 2021

- **Lidl has broad appeal across all age ranges**

Figure 83: The discounters: primary and secondary usage, by age, 2021

- **Tesco's vast store estate sees it reach rural consumers**

Figure 84: Leading grocery retailers used for primary and secondary shops, by location, 2021

- **Lidl ahead of Aldi in competitive London market**

Figure 85: Leading retailers' primary shoppers, by region, 2021

Figure 86: Leading retailers' secondary shoppers, by region, 2021

What's included

Executive Summary

Full Report PDF

Infographic Overview

Powerpoint Presentation

Interactive Databook

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- Asda secondary shoppers more affluent than primary shoppers**
 Figure 87: Leading grocery retailers' primary and secondary shoppers, by household income bracket, 2021
- Two discounters have broadly similar profiles**
 Figure 88: The discounters: primary and secondary grocery shoppers, by household income bracket, 2021
- Types of Store Used**
- Shift away from supermarkets stabilises**
 Figure 89: Store format where the most is spent in a typical month, 2016-21
 Figure 90: Grocery Tracker: Format where the most is spent in a typical month, 2019-21
- Supermarket use does skew older, but captures a majority of spend from all generations**
- Big-basket families critical to supermarkets, but online has captured significant demand in this area**
 Figure 92: Store format where the most is spent in a typical month, by parental status and age of children, 2021
- Battle in the middle-incomes to come as inflation bites**
 Figure 93: Store format where the most is spent in a typical month, by household income band, 2021
- Future Channel Use**
- A note on the timing of this research**
- Boost for online set to continue, but discounters and supermarkets to come more into the mix**
 Figure 94: Expected channel use over the next 12 months, 2021
- Supermarkets and discounters set for a boost, and changing habits continue to hit c-stores**
 Figure 95: Expected channel use: percentage point difference between 'more' and 'less' usage in the coming 12 months, 2021
 Figure 96: Users of channels by expected channel use in the next 12 months, 2021
- Key Drivers of Supermarket Use**
- Convenience, price and range critical to drive supermarket patronage**
 Figure 97: Why the most is spent in supermarkets in a typical month, 2021
- Loyalty schemes critical to Tesco and Sainsbury's supermarket shoppers**

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- Executive Summary
- Full Report PDF
- Infographic Overview
- Powerpoint Presentation
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Figure 98: Why the most is spent in supermarkets in a typical month, by supermarket retailer where the most is spent in a typical month, 2021

- **Loyalty 2.0 a key battleground in 2022**
Figure 99: Attitudes towards loyalty scheme savings, 2021
- **What Would Encourage More Supermarket Use**
- **Price the barrier to more supermarket patronage for many**
Figure 100: What would encourage more supermarket shopping, 2021
- **Convenience a key driver for younger generations**
Figure 101: What would encourage more supermarket shopping, by age, 2021
- **Attitudes towards Price, Convenience and Sustainability**
- **Convenience a barrier for smaller basket shoppers**
Figure 102: Attitudes to convenience in supermarkets, 2021
Figure 103: Attitudes towards self-scan and automated checkout, by age, 2021
- **Greater in-home needs places pressure on budgets**
Figure 104: Attitudes to value in supermarkets, 2021
Figure 105: Attitudes to value in supermarkets, by self-assessment of current financial situation, 2021
- **Calls for greater transparency on seasonality and carbon footprint**
Figure 106: Attitudes towards sustainability and grocery shopping, 2021
Figure 107: Attitudes towards sustainability and grocery shopping, 2021
- **Leading Retailers - Key Metrics**
- **Sales – a record year for many**
- **Online drives growth as two of the big four change hands**
Figure 108: Leading grocery retailers sales, 2016/17-2020/21
- **Store growth keeps Aldi and Lidl gaining in a difficult market**
Figure 109: Leading grocery retailers, store numbers, 2016/17-2020/21
Figure 110: Leading grocery retailers: annual sales per outlet, 2016/17-2020/21
- **Sales areas and densities**
Figure 111: Leading grocer retailers: total sales area, 2016/17-2020/21
Figure 112: Leading grocery retailers: annual sales per sq m, 2016/17-2020/21
- **Operating profits and margins**

What's included

- Executive Summary

- Full Report PDF

- Infographic Overview

- Powerpoint Presentation

- Interactive Databook

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

Figure 113: Leading grocery retailers: operating profits, 2016/17-2020/21

Figure 114: Leading grocery retailers: operating margins, 2016/17-2020/21

- **Market Share**
- **Tesco and Booker chains account for a quarter of the grocery sector**

Figure 115: Leading grocery retailers: share of all grocery retail sales, 2020

Figure 116: Leading grocery retailers: share of all grocery retail sales, 2016-21

- **A note on our market shares**
- **Online**
- **Sales dip a little in 2021 but pandemic-driven online behaviour proves sticky**

Figure 117: Online sales by store-based grocery retailers, as a percentage of all grocery retail sales, 2020-21

Figure 118: Online grocery: total market size (inc. VAT) and annual % growth, 2015-21

- **Despite an improved picture, concern is still a driver of increased online use**

Figure 119: COVID-19 Tracker: Impact on online shopping behaviour and time spent in-store, 2020-21

- **New models and new mission in the online channel**

Figure 120: Getir, IMAX Waterloo advertisement, 2021

Figure 121: Estimated composition of the online grocery sector, by type of service, 2018-20

- **Click-and-collect represents an opportunity for large-format stores**

Figure 122: Attitudes towards click-and-collect and packaging, 2020

- **Launch Activity and Innovation**

- **Amazon enters the real world**

Figure 123: Amazon Fresh, Ealing, 2021

- **Tesco and Gorillas join forces in first of its kind partnership**

Figure 124: Gorillas delivery, 2021

- **Quiet places for those that need them**

- **Vegetables on a train in REWE trial**

Figure 125: REWE's train-based supermarket, 2021

- **Tesco takes aim at plastic problems**

- **Pret enters retail world with Tesco partnership**

- **Rapid delivery sector sees flurry of acquisitions**

Figure 126: Getir billboard, 2021

What's included

Executive Summary

Full Report PDF

Infographic Overview

Powerpoint Presentation

Interactive Databook

Previous editions

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- **Asda launches new refill store**
Figure 127: Asda's draught beer refill station, 2021
- **Asda trials a vegan butcher's counter**
Figure 128: Asda's vegan-based butcher's counter, 2021
- **Advertising and Marketing Activity**
- **Sector advertising spend down 7.6% in 2020**
Figure 129: Recorded above-the-line, online display and direct mail total advertising expenditure by UK supermarket and online supermarket and grocers, 2017-21*
- **Tesco the biggest advertising spender**
Figure 130: Recorded above-the-line, online display and direct mail total advertising expenditure, by leading UK supermarket and online supermarkets and grocers, 2017-20
- **Advertising spend spikes around annual seasonal events**
Figure 131: Recorded above-the-line, online display and direct mail total advertising expenditure, by UK supermarket and online supermarket and grocers, by month, 2019-20
- **43% of total advertising spend channelled through TV**
Figure 132: Recorded above-the-line, online display and direct mail total advertising expenditure by UK supermarket and online supermarket and grocers, by media type, 2020
- **What we've seen so far in 2021**
- **Tesco's biggest ever integrated campaign for mobile phones**
- **Aldi and Lidl kick off their Christmas advertising campaigns early**
- **Co-op Food pushes green credentials with recycling campaign**
- **Ocado's biggest national multichannel advertising campaign to date**
- **Deliveroo boosts awareness of tie-ups with supermarket partners**
- **Nielsen Ad Intel coverage**
- **Brand Research**
- **Brand map**
Figure 133: Attitudes towards and usage of selected brands, 2021
- **Key brand metrics**
Figure 134: Key metrics for selected brands, 2021
- **Brand attitudes: Iceland and the discounters score well for value**
Figure 135: Attitudes, by brand, 2021

What's included

- Executive Summary
- Full Report PDF
- Infographic Overview
- Powerpoint Presentation
- Interactive Databook
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- **Brand personality: Waitrose, Ocado and M&S all considered exclusive**
Figure 136: Brand personality – macro image, 2021
- **Amazon at the cutting edge of retail**
Figure 137: Brand personality – micro image, 2021
- **Brand analysis**
- **Tesco, the UK’s largest supermarket, scores highly for trust**
- **Sainsbury’s considered marginally more ethical than big-four rivals**
- **Asda is considered basic but good value**
- **Morrisons has the lowest awareness and usage of the big four**
- **Aldi scores well for accessibility and fun**
- **Co-op scores well for ethics**
- **Lidl is considered basic but good value**
- **M&S is highly trusted and recommended**
- **Iceland is considered basic but fun**
- **Waitrose is considered exclusive but expensive**
- **Amazon is head and shoulders above competitors when it comes to innovation**
- **Ocado struggles to put across its value proposition**
- **A note on the timing of the research**
- **Appendix – Data Sources, Abbreviations and Supporting Information**
- **Data sources**
- **Financial definitions**
- **Abbreviations**
- **Consumer research methodology**
- **Appendix: Forecast Methodology**
- **Market forecast and prediction intervals: all grocery retail sales**
Figure 138: All grocery retail sales (including VAT), at current and constant prices, 2016–26
Figure 139: All grocery retail sales forecast (including VAT), current price prediction intervals, 2021–26
- **Market forecast and prediction intervals: supermarket retail sales**
Figure 140: Supermarket retail sales (inc. VAT), at current and constant prices, 2016–26
Figure 141: Supermarket retail sales forecast (inc. VAT), current price prediction intervals, 2021–26
- **Market drivers and assumptions**

What's included

- Executive Summary
- Full Report PDF
- Infographic Overview
- Powerpoint Presentation
- Interactive Databook
- Previous editions

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

Figure 142: Key drivers affecting Mintel's market forecast, 2020-26

- **Forecast methodology**

FRANCE

- **Overview**
- **Key issues covered in this Report**
- **Areas covered in this Report**
- **Executive summary**
- **COVID-19: Market context**

Figure 143: France: Short, medium and long term impact of COVID-19 on grocery retailing, November 2021

- **The market**
- **Market size and performance**

Figure 144: France: Consumer spending on food and drink (including VAT), 2016-21

- **Retail sector size and forecast**

Figure 145: France: food retailers, sales (excluding VAT), 2016-21

- **Market drivers**
- **The consumer**
- **How they shop for groceries**

Figure 146: France: how they shop for groceries, 2021

- **Where they shop for groceries**

Figure 147: France: where they shop for groceries, 2021

- **Attitudes towards grocery shopping**

Figure 148: France: Attitudes towards grocery shopping, 2021

- **Companies and brands**
- **Leading players**

Figure 149: France: Leading grocers' shares of all food retailers' sales, 2020

- **Online**
- **Issues and insights**
- **The impact of COVID-19 on the hypermarket format**
- **Sustainability will gain further traction**

- **The market**

- **Market size and performance**

Figure 150: France: Consumer spending on core in-home food and drink categories (including VAT), 2016-21

Figure 151: France: Annual % change in consumer spending and inflation on food, 2015-20

- **Retail sector size and forecast**

What's included

Executive Summary

Full Report PDF

Infographic Overview

Powerpoint Presentation

Interactive Databook

Previous editions

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Figure 152: France: Food retailers, sales (excluding VAT), 2016-21

Figure 153: France: Food retailers, forecast sales (excluding VAT), 2021-26

- **Channels to market**

Figure 154: France: Distribution of food and drink products by channel, 2017-19

- **Market drivers**

- **The economy is strengthening**

Figure 155: France: Key economic projections, % annual change, 2019-24

- **Domestic demand is a key growth driver**

- **The jobs market has been more resilient than expected**

- **Potential for more social unrest**

- **Consumers are feeling more optimistic**

Figure 156: France: trends in levels of consumer confidence, 2019-21

- **Retail sales began to recover in spring 2021**

Figure 157: France: Year-on-year retail sales volume growth, 2019-21

Figure 158: France: Annual Percentage change in value retail sales, by category, 2020-21

- **Inflation**

Figure 159: France: Consumer prices * of food and drink, Annual % change, 2016-20

Figure 160: France: Consumer prices* of food and drink, Annual % change, 2020-21

- **More confidence about shopping in-store**

Figure 161: France: Changes in spending habits since the start of the outbreak, 2020-21

- **16% are spending more on food, but 14% are spending less**

Figure 162: France: changes to spending habits as a result of the COVID-19 pandemic, 2021

- **The consumer**

- **Who shops for groceries**

Figure 163: France: who shops for groceries by gender, 2021

- **How people shop for groceries**

Figure 164: France: how they shop for groceries, 2021

Figure 165: France: how they shop for groceries, 2021

- **Where they shop for groceries**

Figure 166: France: where they shop for groceries, net response of primary and secondary shoppers, 2021

What's included

Executive Summary

Full Report PDF

Infographic Overview

Powerpoint Presentation

Interactive Databook

Previous editions

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Figure 167: France: where they shop for groceries, by grocery retailer spent the most money at in a typical month, 2019-21

Figure 168: France: where they shop for groceries, Primary and secondary shopping destinations, 2021

- **Customer profiles of the leading grocers**

Figure 169: France: Where they shop for groceries, customer profiles of top grocery retailers by age, 2021

Figure 170: France: Where they shop for groceries, customer profiles of top grocery retailers by parental status, 2021

- **Attitudes towards grocery shopping**

- **Sustainability issues are consumers' main concern**

Figure 171: France: Attitudes towards grocery shopping, 2021

- **Interest in tech is on the rise**

Figure 172: France: Attitudes towards grocery shopping, 2021

- **Automated retail**

Figure 173: France: interest in shopping at an automated retailer by selected demographics, 2021

Figure 174: France: interest in shopping at an automated retailer by retailer shopped (primary and secondary shopping combined), 2021

- **Loyalty and price issues**

Figure 175: France: Attitudes towards grocery shopping, 2021

Figure 176: France: Willingness to pay more for French produced groceries by retailer shopped (primary and secondary shopping combined), 2021

- **Price concerns can feed into loyalty**

- **Companies and brands**

- **Troubles for the hypermarket format**

- **Change in the discount sector**

- **Evolution in online distribution methods**

- **Ones to watch**

Figure 177: France: Leading grocers, sales (excluding VAT), 2016-20

Figure 178: France: Leading grocers, outlets, 2016-20

- **Market shares**

Figure 179: France: Leading grocers' shares of all food retailers' sales, 2016-20

- **Online**

- **Online retailing in France**

- **Online Grocery Retailing in France**

- **Leading online players**

Figure 180: France: leading online grocery retailers by estimated sales (excluding VAT), 2016-20

What's included

Executive Summary

Full Report PDF

Infographic Overview

Powerpoint Presentation

Interactive Databook

Previous editions

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- **Appendix: Data sources and abbreviations**
- **Abbreviations**
- **Data sources**

ITALY

- **Overview**
- **Key issues covered in this Report**
- **Areas covered in this Report**
- **Executive summary**
- **COVID-19: Market context**
Figure 181: Italy: Short, medium and long term impact of COVID-19 on grocery retailing, December 2021
- **The market**
- **Market size and forecast**
Figure 182: Italy: annual percentage change in consumer spending on food and beverages, 2016-21
- **Retail sector size and forecast**
Figure 183: Italy: food retailers, sales (excluding VAT), 2016-21
- **Channels to market**
Figure 184: Italy: estimated distribution of spending on food and beverages by channel, 2020
- **Market drivers**
- **The consumer**
- **Who shops for groceries**
Figure 185: Italy: Who shops for groceries, by gender, 2021
- **How people shop for groceries**
Figure 186: Italy: How people shop for groceries, 2020-21
- **Grocery retailers used**
Figure 187: Italy: Where they shop for groceries, by grocery retailer spent the most money at in a typical month and other grocery retailers shopped at in a typical month, 2021
- **Attitudes towards grocery shopping**
Figure 188: Italy: Attitudes towards grocery shopping, 2021
- **Companies and brands**
- **Leading players**
- **Market shares**
Figure 189: Italy: top 10 grocers' shares of all food retailers' sales, 2020
- **Online**
- **Issues and insights**
- **How can retailers maintain levels of online shopping business generated during the COVID outbreak?**
- **Subscription services opportunity?**

What's included

- Executive Summary
- Full Report PDF
- Infographic Overview
- Powerpoint Presentation
- Interactive Databook
- Previous editions

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- **Broadening accessibility**
- **Greater segmentation of online services**
- **Using hypermarkets for dark stores to extend coverage**
- **Will COVID speed up the rise of the discounters?**
- **Financial pressures are mounting for some**
- **Loyalty schemes have the potential to be a powerful weapon**
- **Large own-label ranges work in favour of mainstream grocery retailers**
- **Technological innovation can also appeal to younger shoppers**
- **What are the implications of growing consumer awareness of sustainability issues?**
- **Retailers should be more pro-active in educating and informing around the area of seasonal produce**
- **Greater transparency required on carbon footprint of products**
- **More help needed when it comes to food waste**
- **Grocery shoppers want more to be done about excess packaging**
- **Opportunity for more refill stations**
- **Cooperative movement is closest aligned to sustainability issues**
- **The market**
- **Market size and performance**
Figure 190: Italy: Consumer spending on core in-home food and drink categories (including VAT), 2016-21
- **Retail sector size and forecast**
Figure 191: Italy: Food retailers, sales (excluding VAT), 2016-21
Figure 192: Italy: Food retailers, forecast sales (excluding VAT), 2021-26
- **Channels to market**
Figure 193: Italy: Estimated percentage distribution of spending on food and beverages by channel, 2016-20
- **Market drivers**
- **Economic comment/background**
Figure 194: Italy: Key economic projections, % annual change, 2020-23
- **Consumer confidence is returning**
Figure 195: Italy: trends in levels of consumer confidence, 2019-21
- **Retail sales return to their normal rates of growth**

What's included

- Executive Summary
- Full Report PDF
- Infographic Overview
- Powerpoint Presentation
- Interactive Databook
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Figure 196: Italy: Year-on-year retail sales volume growth, 2019-21

Figure 197: Italy: Percentage annual change in value retail sales for Quarters 1-3*, by category, 2021

- Inflation**

Figure 198: France: Consumer prices* of food and drink, Annual % change, 2016-20

Figure 199: Italy: Consumer prices* of food and drink, Annual % change, 2020-21

- Consumer behaviour and spending is still being impacted by COVID**

Figure 200: Italy: Changes in shopping habits since the start of the outbreak, 2020-21

- COVID has polarising effect on Italian households**

Figure 201: Italy: financial impact of the COVID-19 pandemic, 2021

- A third of Italians are a little or much worse-off since COVID started**

Figure 202: Italy: financial situation since start of the COVID outbreak, 2021

- Consumers are still spending more than before the pandemic on groceries**

Figure 203: Italy: changes to spending habits as a result of the COVID-19 pandemic, 2021

- The consumer**

- Who shops for groceries**

Figure 204: Italy: Where they shop for groceries, 2019-21

- Women are most likely to be the grocery shopper**

Figure 205: Italy: Who shops for groceries, by gender, 2021

- How people shop for groceries**

Figure 206: Italy: How people shop for groceries, 2020-21

- Families with children most likely to buy almost all their groceries in one go**

Figure 207: Italy: How people shop for groceries, by key demographic groups, 2020-21

- Where they shop for groceries**

Figure 208: Italy: Where they shop for groceries, net of responses, 2020-21

Figure 209: Italy: Where they shop for groceries, by grocery retailer spent the most money at in a typical month and other grocery retailers shopped at in a typical month, 2021

- Customer profiles of the leading grocers**

What's included

Executive Summary

Full Report PDF

Infographic Overview

Powerpoint Presentation

Interactive Databook

Previous editions

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Figure 210: Italy: Where they shop for groceries, customer profiles of top four supermarkets* by age, 2021

- **Eurospin appeal peaks among families with young children**

Figure 211: Italy: Where they shop for groceries, customer profiles of top four supermarkets* by presence of children, 2021

- **Loyalty levels**

Figure 212: Italy: Other grocers shopped at in a typical month, by grocery retailer spent the most money at in a typical month*, 2021

- **Attitudes towards grocery shopping**
- **Supermarkets may need to re-educate consumers on seasonal produce**
- **Retailers and manufacturers need to move faster with packaging waste reduction**
- **Widespread support for brands to show carbon footprint of products**
- **An appetite for greater automation**
- **An opportunity to really strengthen loyalty levels**
- **High levels of interest in 'Made in Italy'**
- **COVID means people want to spend less time in supermarkets**
- **Food waste is rising up the agenda**

Figure 213: Italy: Attitudes towards grocery shopping, 2021

- **COVID impact: older shoppers want quicker shops, younger shoppers have switched to own label**
- **Buying too much food and food waste is more of an issue for younger shoppers**
- **Interest in tech solutions peaks among younger age groups**

Figure 214: Italy: Attitudes towards grocery shopping*, by age, 2021

- **Coop main shoppers most engaged on sustainability**
- **Eurospin main shoppers are more focused on budget**

Figure 215: Italy: Attitudes towards grocery shopping*, by main grocery retailer shopped at**, 2021

- **Companies and brands**
- **Conad stretches its lead**
- **Coop Italia's sales stagnate**
- **Selex set to overtake Coop Italia in 2021**
- **Esselunga looks to reduce exposure to hypermarkets**
- **Others**

Figure 216: Italy: Leading grocers, sales (excl. VAT), 2016-20

Figure 217: France: Leading grocers, outlets, 2016-20

What's included

Executive Summary

Full Report PDF

Infographic Overview

Powerpoint Presentation

Interactive Databook

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- **Market shares**

Figure 218: Italy: Leading grocers' shares of all food retailers' sales, 2016-2020

- **Online**
- **Online retailing in Italy**
- **Online grocery retailing in Italy**
- **We cover the online grocery retailing sector in depth in our report Online Grocery Retailing – Italy, 2021, where readers can find more detail on this channel but we include the topline numbers here to provide some context.**
- **Leading online players**
- **The leading grocers**
- **Specialist online grocery players**
- **The rapid grocery delivery opportunity**
- **Appendix: Data sources and abbreviations**
- **Abbreviations**
- **Data sources**

SPAIN

- **Overview**
- **Key issues covered in this Report**
- **Areas covered in this Report**
- **Executive summary**
- **COVID-19: Market context**

Figure 219: Spain: Short, medium and long term impact of COVID-19 on grocery retailing, 2021

- **The market**
- **Market size and forecast**

Figure 220: Spain: Consumer spending on food and drinks (including VAT), 2016-21

- **Retail sector size and forecast**

Figure 221: Spain: Food retailers' sales and forecast sales (excluding VAT), 2016-21

- **Market drivers**
- **Channels to market**
- **The consumer**
- **Who shops for groceries**

Figure 222: Spain: Who shops for groceries in the household, 2021

- **How people shop for groceries**

Figure 223: Spain: How they shop for groceries, 2021

- **Where they shop**

What's included

Executive Summary

Full Report PDF

Infographic Overview

Powerpoint Presentation

Interactive Databook

Previous editions

Did you know?

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Figure 224: Spain: Grocery retailers used by those who are responsible/jointly responsible for grocery shopping in their household, 2021

- **Attitudes towards grocery shopping**

Figure 225: Spain: Attitudes towards grocery shopping, 2021

- **Companies and brands**

- **Leading players**

- **Market shares**

Figure 226: Spain: Leading grocers' shares of all food retailers' sales (excluding VAT), 2020

- **Online**

- **Issues and insights**

- **Foodservice opportunities remain, despite the re-opening of hospitality**

- **With rapid home delivery the norm, supermarkets need another online differentiator**

- **The market**

- **Market size and performance**

Figure 227: Spain: Consumer spending on core in-home food and drink categories (incl. VAT), 2016-21

- **Retail sector size and forecast**

Figure 228: Spain: Food retailers, sales (excluding VAT), 2016-21

Figure 229: Spain: Food retailers, forecast sales (excluding VAT), 2021-26

- **Channels to market**

Figure 230: Spain: Estimated distribution of spending on food and drink products by channel, 2020

- **Market drivers**

- **Economic recovery gaining traction**

Figure 231: Spain: Key economic projections, % annual change, 2019-23

- **Consumer confidence back to pre-pandemic levels**

Figure 232: Spain: trends in levels of consumer confidence, 2019-21

- **Retail sales suffer a blow with resurgence in COVID-19 cases**

Figure 233: Spain: Year-on-year retail sales volume growth, 2019-21

- **Food sales struggle with re-opening of hospitality and relaxation of work-from-home**

Figure 234: Spain: Percentage change in value retail sales, by category, 2021*

What's included

Executive Summary

Full Report PDF

Infographic Overview

Powerpoint Presentation

Interactive Databook

Previous editions

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- Inflation**

Figure 235: Spain: Consumer prices * of food and drink, Annual % change, 2015-20

Figure 236: Spain: Consumer prices* of food and drink, Annual % change, 2020- 21

- Shift to online shopping persists even after the lifting of restrictions**

Figure 237: Spain: Changes in spending habits since the start of the outbreak, 2020-21

- Nearly a quarter of consumers finding it harder to make ends meet**

Figure 238: Spain: financial impact of the COVID-19 pandemic, 2021

- Prioritising essential purchases**

Figure 239: Spain: changes to spending habits as a result of the COVID-19 pandemic, 2021

- The consumer**

- Who shops for groceries**

- Pandemic-driven shift to co-responsibility for grocery shopping fading**

Figure 240: Spain: Who shops for groceries in the household, 2021

- Women still tend to have the main responsibility for grocery shopping**

Figure 241: Spain: Who shops for groceries in the household, by gender, 2021

- Older shoppers more likely to be the primary grocery shopper**

Figure 242: Spain: Who shops for groceries in the household, by age, 2021

- How people shop for groceries**

- Less frequent regular 'main' grocery shops, more multiple smaller/top-up shops**

Figure 243: Spain: How they shop for groceries, 2020-21

- Younger grocery shoppers make fewer trips to the store**

Figure 244: Spain: How they shop for groceries, by age group, 2021

- Where they shop**

- Bulk of shoppers do their main grocery shop at Mercadona**

Figure 245: Spain: Grocery retailers used for primary shop, 2020-21

- Regional supermarkets challenging national chains' top-up dominance**

What's included

Executive Summary

Full Report PDF

Infographic Overview

Powerpoint Presentation

Interactive Databook

Previous editions

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APAC +61 (0) 2 8284 8100

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Figure 246: Spain: Grocery retailers used for top-up shops, 2020-21

- Customer profiles**

Figure 247: Spain: Grocery retailers used for primary shop, by age and net monthly household income, 2021

Figure 248: Spain: Grocery retailers used for top-up shops, by age and net monthly household income, 2021

- Attitudes towards grocery shopping**

Figure 249: Spain: Attitudes towards grocery shopping, 2021

- Cutting back on packaging**

Figure 250: Spain: Attitudes towards grocery shopping, by age, 2021

- Shift to digital payment driving demand for scan-and-go grocery services**

Figure 251: Spain: Attitudes towards grocery shopping, by age, 2021

- 'Just walk out' grocery shopping experience**

Figure 252: Spain: Attitudes towards grocery shopping, by age, 2021

- Grocery shoppers more price conscious now**

Figure 253: Spain: Attitudes towards grocery shopping, by age, 2021

- Six in 10 shoppers want to reduce their food wastage**

Figure 254: Spain: Attitudes towards grocery shopping, by age, 2021

- Companies and brands**

- Pandemic-induced uptick in sales felt across all brands, with the exception of Carrefour**

- Acceleration of online grocery shopping services**

- Local grocery shopping boom driving proximity store expansion**

- Signs of consolidation in Spain's highly fragmented supermarket sector**

Figure 255: Spain: Leading grocers, sales (excl. VAT), 2016-20

- Mercadona supermarkets refurbishment, DIA shop closures and Lidl store expansion**

Figure 256: Spain: Leading grocers, outlets, 2016-20

- Market shares**

Figure 257: Spain: Leading grocers' shares of all food retailers' sales (excl. VAT), 2016-20

- Online**

- Online retailing in Spain**

- Online grocery retailing in Spain**

What's included

Executive Summary

Full Report PDF

Infographic Overview

Powerpoint Presentation

Interactive Databook

Previous editions

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Figure 258: Spain: leading online grocery retailers, 2020

- **Appendix – Data sources and abbreviations**
- **Abbreviations**
- **Data sources**

What's included

Executive Summary

Full Report PDF

Infographic Overview

Powerpoint Presentation

Interactive Databook

Previous editions

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