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
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