

# European Retail Rankings - 2022

Report Price: £2195 | \$2995 | €2600

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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 focuses 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 €368 million, far lower than the €432 million in last year's report (December 2020). This clearly demonstrates the impact of COVID-19. Any store-based retailer that had to lock down necessarily saw a substantial drop in sales. Falls of over 20% are common, but the biggest decline was at Harrods (-51%) which not only had to lock down, but lost its tourist trade as well. The biggest winners were the non-store retailers as people switched at least some purchasing online. Even Amazon, Europe's second largest retailer in this study, reported growth of over 40%. But it was the smaller companies, such as Wildberries (Russia, +70%), Hello Fresh (+116%), AO.com (+59%), Wayfair (+61% in Europe) and PC Componentes (+62%), that were even bigger winners. This report, of course, only covers Europe's larger retailers, there were many smaller online companies, starting from a lower base, that would have reported even higher figures.

Lockdowns also produced some casualties. The most notable were Debenhams and Arcadia in the UK. Debenhams is excluded altogether in this report, but we



"The impact of the COVID-19 pandemic and the boost it gave to online retailing has seen a significant shift, with Amazon vaulting up from fifth to second in the rankings between 2019 and 2020."

– Michael Oliver, Senior Retail Analyst

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have included an estimated contribution from Arcadia as it was trading through the year, even if it spent much of it in administration.

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.

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