Supermarkets - Italy - November 2015

Report Price: £995.00 | $1611.35 | €1263.96

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"The leading grocery retailers continue to suffer both due to the wider economic problems within Italy holding back consumer spending, and the shift of shoppers to the discount formats."
– Nick Carroll, Retail Analyst

This report looks at the following areas:

- Retailers need to address the rise in single person households
- Click-and-collect: A logical solution?

Italian grocery retailers have faced a tough trading environment in recent years, characterised by low turnover growth as consumers have held back spending. This has led to a period of consolidation among the leading retailers with most looking to jettison loss-making stores and many seeking the protection of a buying alliance. In such an environment the discounters have flourished, notably Lidl and Penny, which have both outperformed the market in recent years.

Our consumer data found that a majority, 56%, of Italian grocery shoppers combine a main shop with smaller top-up shops. Market leader Coop Italia remains the most popular retailer to complete a main shop with, 16% of grocery shoppers use the retailer as their primary destination. However, we found that Lidl is the most popular secondary shopping destination with 25% of grocery shoppers using the discounter as a top-up shop. This is the primary reason for Lidl's success in Italy: whilst the market leaders continue to claim more primary shops, Lidl has become the go to location for secondary shops ahead of the leading players.

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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Table of Contents

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