Supermarkets - France - November 2015

Report Price: £995.00 | $1611.35 | €1263.96

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

"France's grocery sector has been squeezed by weak consumer spending and falling food prices. With only a slight economic recovery, we see few signs of this changing in the near future and trading conditions will continue to be tough."
– Natalie Macmillan, Senior European Analyst

This report looks at the following areas:

- How will online grocery retailing develop?
- Adapting to a changed retail landscape

Grocery retailing in France is highly competitive and price focussed. Grocery sector sales fell by 1.8% in 2014 as consumer spending on food and drink contracted and prices on food fell by 1.7%. Shopping behaviour is changing, with 47% of consumers looking out for more bargains and 26% switching to a lower priced retailer.

Hypermarkets and supermarkets have been the most badly affected, and have seen sales decline, particularly in non-food. Shoppers are switching more of their spending to smaller stores as they shop more frequently and with smaller basket sizes. 70% of our survey said they carry out smaller/top-up shops most or all of the time in France.

Many are turning online for food shopping and it is the Drive format that dominates the sector, with over 3,500 now operating across the country. There is little scope for many new outlets and growth is now being driven by technological innovations and new developments, such as locker pickups and click and collect from smaller stores aimed more at customers on foot.

DID YOU KNOW?

This report is part of a series of reports, produced to provide you with a more holistic view of this market

Supermarkets - France - November 2015

Report Price: £995.00 | $1611.35 | €1263.96

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

Table of Contents

Supermarkets - France - November 2015

Report Price: £995.00 | $1611.35 | €1263.96

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