

Supermarkets - France - November 2016

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“Hypermarkets and large supermarkets are a key feature in the French grocery retail sector, but they have seen competition increase from several other channels in recent years, namely from discounters, online and smaller more local stores and specialists.”

– **Natalie Macmillan, Senior European Retail Analyst**

This report looks at the following areas:

- **Who shops for groceries**
- **Frequency of shopping for groceries**
- **Shopping for groceries in-store vs online**
- **Grocery retailers used and the reasons for this**

Demand for shopping online for groceries is growing, but some of this is falling away to non-specialists such as Amazon. Drive services dominate this channel in France, but there are signs that home delivery will be expanding in future.

Hypermarkets and larger supermarkets need to develop ways to keep customers coming into stores. This might include introducing more services and refining the offer to adapt to local requirements. This could include more local produce and premium lines, such as organics and ethically sourced produce

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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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