

## **Discounters in the Czech Republic**

Market Direction | 2023-03-14 | 34 pages | Euromonitor

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### **Report description:**

Discounters benefitted from store expansion and modernisation in 2022, led by Penny Market and Lidl - the two leading players in the channel. While sales decline in constant value terms, the channel fared better than other grocery retailers, including hypermarkets, convenience stores, supermarkets and small local grocers. due to its business model of offering value-for-money products. This was a particular strength in 2022, given that most customers were more price sensitive, due to the uncertai...

Euromonitor International's Discounters in Czech Republic report offers insight into key trends and developments driving the industry. The report examines all retail channels to provide sector insight. Channels include hypermarkets, supermarkets, discounters, convenience stores, mixed retailers, health and beauty retailers, clothing and footwear retailers, furniture and furnishing stores, DIY and hardware stores, durable goods retailers, leisure and personal goods retailers. There are profiles of leading retailers, with analysis of their performance and the challenges they face. There is also analysis of non-store retailing: vending; homeshopping; internet retailing; direct selling, as available.

Data coverage: market sizes (historic and forecasts), company shares, brand shares and distribution data.

Why buy this report?

- \* Get a detailed picture of the Discounters market;
- \* Pinpoint growth sectors and identify factors driving change;
- \* Understand the competitive environment, the market's major players and leading brands;
- \* Use five-year forecasts to assess how the market is predicted to develop.

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Value-for-money positioning is a key strength in 2022, given the inflationary environment

Lidl retains its leading position, assisted by continued store expansion

Penny Market expands its range of private label offerings

#### **PROSPECTS AND OPPORTUNITIES**

Steady expansion for discounters, as leading players expand their ranges to include more private label, branded and locally-produced offerings

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