

Supermarkets in Germany

Market Direction | 2023-03-30 | 36 pages | Euromonitor

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Report description:

The sales of supermarkets turned to decline in current value terms in 2022, undermined by the strong recovery of consumer spending through foodservice, in addition to the upturn in the performance of discounters, as the latter channel regained popularity amidst soaring inflation and a sharp drop in consumer confidence. Value sales were also affected by a rise in price promotions on branded products in 2022, as brands reacted to the rise of private label and discounters, and came under additional...

Euromonitor International's Supermarkets in Germany 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 Supermarkets 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.

Euromonitor International has over 40 years' experience of publishing market research reports, business reference books and online information systems. With offices in London, Chicago, Singapore, Shanghai, Vilnius, Dubai, Cape Town, Santiago, Sydney, Tokyo and Bangalore and a network of over 800 analysts worldwide, Euromonitor International has a unique capability to develop reliable information resources to help drive informed strategic planning.

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Table of Contents:

Supermarkets in Germany
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List Of Contents And Tables

SUPERMARKETS IN GERMANY

KEY DATA FINDINGS

2022 DEVELOPMENTS

Price promotions and shifts in consumer behaviour create a downturn for supermarkets

Combining a premium and differentiated offer with low prices proves challenging

Supermarket operators seek to build omnichannel operations

PROSPECTS AND OPPORTUNITIES

A forecast period of two halves: From price-cutting to recovery through differentiation

Rise in prevalence of remote working could benefit supermarkets

Impact of high inflation set to have a lasting impact on supermarket operations

CHANNEL DATA

Table 1 Supermarkets: Value Sales, Outlets and Selling Space 2017-2022

Table 2 Supermarkets: Value Sales, Outlets and Selling Space: % Growth 2017-2022

Table 3 Supermarkets GBO Company Shares: % Value 2018-2022

Table 4 Supermarkets GBN Brand Shares: % Value 2019-2022

Table 5 Supermarkets LBN Brand Shares: Outlets 2019-2022

Table 6 Supermarkets Forecasts: Value Sales, Outlets and Selling Space 2022-2027

Table 7 Supermarkets Forecasts: Value Sales, Outlets and Selling Space: % Growth 2022-2027

RETAIL IN GERMANY

EXECUTIVE SUMMARY

Retail in 2022: The big picture

Surging inflation takes the steam out of post-pandemic recovery

E-commerce declines, while some store-based channels see partial recovery

What next for retail?

OPERATING ENVIRONMENT

Informal retail

Opening hours for physical retail

Summary 1 Standard Opening Hours by Channel Type 2022

Seasonality

Christmas

Summer sales

MARKET DATA

Table 8 Sales in Retail by Retail Offline vs Retail E-Commerce: Value 2017-2022

Table 9 Sales in Retail by Retail Offline vs Retail E-Commerce: % Value Growth 2017-2022

Table 10 Sales in Retail Offline by Channel: Value 2017-2022

Table 11 Sales in Retail Offline by Channel: % Value Growth 2017-2022

Table 12 Retail Offline Outlets by Channel: Units 2017-2022

Table 13 Retail Offline Outlets by Channel: % Unit Growth 2017-2022

Table 14 Sales in Retail E-Commerce by Product: Value 2017-2022

Table 15 Sales in Retail E-Commerce by Product: % Value Growth 2017-2022

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| | |
|----------|--|
| Table 16 | Grocery Retailers: Value Sales, Outlets and Selling Space 2017-2022 |
| Table 17 | □Grocery Retailers: Value Sales, Outlets and Selling Space: % Growth 2017-2022 |
| Table 18 | □Sales in Grocery Retailers by Channel: Value 2017-2022 |
| Table 19 | □Sales in Grocery Retailers by Channel: % Value Growth 2017-2022 |
| Table 20 | □Grocery Retailers Outlets by Channel: Units 2017-2022 |
| Table 21 | □Grocery Retailers Outlets by Channel: % Unit Growth 2017-2022 |
| Table 22 | □Non-Grocery Retailers: Value Sales, Outlets and Selling Space 2017-2022 |
| Table 23 | □Non-Grocery Retailers: Value Sales, Outlets and Selling Space: % Growth 2017-2022 |
| Table 24 | □Sales in Non-Grocery Retailers by Channel: Value 2017-2022 |
| Table 25 | □Sales in Non-Grocery Retailers by Channel: % Value Growth 2017-2022 |
| Table 26 | □Non-Grocery Retailers Outlets by Channel: Units 2017-2022 |
| Table 27 | □Non-Grocery Retailers Outlets by Channel: % Unit Growth 2017-2022 |
| Table 28 | □Retail GBO Company Shares: % Value 2018-2022 |
| Table 29 | □Retail GBN Brand Shares: % Value 2019-2022 |
| Table 30 | □Retail Offline GBO Company Shares: % Value 2018-2022 |
| Table 31 | □Retail Offline GBN Brand Shares: % Value 2019-2022 |
| Table 32 | □Retail Offline LBN Brand Shares: Outlets 2019-2022 |
| Table 33 | □Retail E-Commerce GBO Company Shares: % Value 2018-2022 |
| Table 34 | □Retail E-Commerce GBN Brand Shares: % Value 2019-2022 |
| Table 35 | □Grocery Retailers GBO Company Shares: % Value 2018-2022 |
| Table 36 | □Grocery Retailers GBN Brand Shares: % Value 2019-2022 |
| Table 37 | □Grocery Retailers LBN Brand Shares: Outlets 2019-2022 |
| Table 38 | □Non-Grocery Retailers GBO Company Shares: % Value 2018-2022 |
| Table 39 | □Non-Grocery Retailers GBN Brand Shares: % Value 2019-2022 |
| Table 40 | □Non-Grocery Retailers LBN Brand Shares: Outlets 2019-2022 |
| Table 41 | □Forecast Sales in Retail by Retail Offline vs Retail E-Commerce: Value 2022-2027 |
| Table 42 | □Forecast Sales in Retail by Retail Offline vs Retail E-Commerce: % Value Growth 2022-2027 |
| Table 43 | □Forecast Sales in Retail Offline by Channel: Value 2022-2027 |
| Table 44 | □Forecast Sales in Retail Offline by Channel: % Value Growth 2022-2027 |
| Table 45 | □Forecast Retail Offline Outlets by Channel: Units 2022-2027 |
| Table 46 | □Forecast Retail Offline Outlets by Channel: % Unit Growth 2022-2027 |
| Table 47 | □Forecast Sales in Retail E-Commerce by Product: Value 2022-2027 |
| Table 48 | □Forecast Sales in Retail E-Commerce by Product: % Value Growth 2022-2027 |
| Table 49 | □Grocery Retailers Forecasts: Value Sales, Outlets and Selling Space 2022-2027 |
| Table 50 | □Grocery Retailers Forecasts: Value Sales, Outlets and Selling Space: % Growth 2022-2027 |
| Table 51 | □Forecast Sales in Grocery Retailers by Channel: Value 2022-2027 |
| Table 52 | □Forecast Sales in Grocery Retailers by Channel: % Value Growth 2022-2027 |
| Table 53 | □Forecast Grocery Retailers Outlets by Channel: Units 2022-2027 |
| Table 54 | □Forecast Grocery Retailers Outlets by Channel: % Unit Growth 2022-2027 |
| Table 55 | □Non-Grocery Retailers Forecasts: Value Sales, Outlets and Selling Space 2022-2027 |
| Table 56 | □Non-Grocery Retailers Forecasts: Value Sales, Outlets and Selling Space: % Growth 2022-2027 |
| Table 57 | □Forecast Sales in Non-Grocery Retailers by Channel: Value 2022-2027 |
| Table 58 | □Forecast Sales in Non-Grocery Retailers by Channel: % Value Growth 2022-2027 |
| Table 59 | □Forecast Non-Grocery Retailers Outlets by Channel: Units 2022-2027 |
| Table 60 | □Forecast Non-Grocery Retailers Outlets by Channel: % Unit Growth 2022-2027 |

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