

Discounters in Italy

Market Direction | 2024-03-07 | 40 pages | Euromonitor

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Report description:

Despite the easing of inflationary pressures in Italy over 2023, price increases and thus inflation rates remained high in the country. Therefore, price and value remained the most pressing concerns for many consumers when choosing to shop for their groceries. This price sensitivity benefited the discounters channel which registered the most dynamic growth within the grocery retailers category in 2023 in current value terms. Nonetheless, while many Italians were trading down on key products in h...

Euromonitor International's Discounters in Italy 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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Price sensitivity encourages more consumers to shop at discounters despite easing inflationary pressures

Lidl claims the top spot as Eurospin faces increasing competition

Growing territorial presence to welcome additional footfall

PROSPECTS AND OPPORTUNITIES

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