

## **Discounters in Germany**

Market Direction | 2024-04-11 | 35 pages | Euromonitor

### **AVAILABLE LICENSES:**

- Single User Licence €825.00
- Multiple User License (1 Site) €1650.00
- Multiple User License (Global) €2475.00

### **Report description:**

In a macroeconomic environment marked by stagnation and low consumer confidence, in combination with historically high inflation rates, especially for food and drinks, discounters in Germany significantly outperformed all other grocery channels in 2023 with high single-digit growth. This performance was supported by the channel's competitively-priced private label assortment.

Euromonitor International's Discounters 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 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.

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.

**Scotts International. EU Vat number: PL 6772247784**

tel. 0048 603 394 346 e-mail: [support@scotts-international.com](mailto:support@scotts-international.com)

[www.scotts-international.com](http://www.scotts-international.com)

## **Table of Contents:**

Discounters in Germany  
Euromonitor International  
April 2024

### List Of Contents And Tables

#### DISCOUNTERS IN GERMANY

##### KEY DATA FINDINGS

##### 2023 DEVELOPMENTS

Strong growth for discounters in 2023 due to high inflation and economic stagnation

Focus on premium private label, including organic variants and vegetarian options

Aldi and Lidl retain dominance despite solid performance from rivals

##### PROSPECTS AND OPPORTUNITIES

Modest growth prospects due to maturity may prompt shift towards smaller stores

Discounters' private label offer focuses on premium and ethical attributes

E-commerce strategies expected to focus on non-grocery products

##### CHANNEL DATA

Table 1 Discounters: Value Sales, Outlets and Selling Space 2018-2023

Table 2 Discounters: Value Sales, Outlets and Selling Space: % Growth 2018-2023

Table 3 Discounters GBO Company Shares: % Value 2019-2023

Table 4 Discounters GBN Brand Shares: % Value 2020-2023

Table 5 Discounters LBN Brand Shares: Outlets 2020-2023

Table 6 Discounters Forecasts: Value Sales, Outlets and Selling Space 2023-2028

Table 7 Discounters Forecasts: Value Sales, Outlets and Selling Space: % Growth 2023-2028

#### RETAIL IN GERMANY

##### EXECUTIVE SUMMARY

Retail in 2023: The big picture

Value growth in grocery retailers boosted by high inflation

Harmonising online and offline shopping in Germany's retail landscape

What next for retail?

##### OPERATING ENVIRONMENT

Informal retail

Opening hours for physical retail

Summary 1      Standard Opening Hours by Channel Type 2023

Seasonality

Christmas

Summer sales

##### MARKET DATA

Table 8 Sales in Retail by Retail Offline vs Retail E-Commerce: Value 2018-2023

Table 9 Sales in Retail by Retail Offline vs Retail E-Commerce: % Value Growth 2018-2023

Table 10 Sales in Retail Offline by Channel: Value 2018-2023

Table 11 Sales in Retail Offline by Channel: % Value Growth 2018-2023

Table 12 Retail Offline Outlets by Channel: Units 2018-2023

Table 13 Retail Offline Outlets by Channel: % Unit Growth 2018-2023

Table 14 Sales in Retail E-Commerce by Product: Value 2018-2023

Table 15 Sales in Retail E-Commerce by Product: % Value Growth 2018-2023

**Scotts International. EU Vat number: PL 6772247784**

tel. 0048 603 394 346 e-mail: [support@scotts-international.com](mailto:support@scotts-international.com)

[www.scotts-international.com](http://www.scotts-international.com)

Table 16	Grocery Retailers: Value Sales, Outlets and Selling Space 2018-2023
Table 17	□Grocery Retailers: Value Sales, Outlets and Selling Space: % Growth 2018-2023
Table 18	□Sales in Grocery Retailers by Channel: Value 2018-2023
Table 19	□Sales in Grocery Retailers by Channel: % Value Growth 2018-2023
Table 20	□Grocery Retailers Outlets by Channel: Units 2018-2023
Table 21	□Grocery Retailers Outlets by Channel: % Unit Growth 2018-2023
Table 22	□Non-Grocery Retailers: Value Sales, Outlets and Selling Space 2018-2023
Table 23	□Non-Grocery Retailers: Value Sales, Outlets and Selling Space: % Growth 2018-2023
Table 24	□Sales in Non-Grocery Retailers by Channel: Value 2018-2023
Table 25	□Sales in Non-Grocery Retailers by Channel: % Value Growth 2018-2023
Table 26	□Non-Grocery Retailers Outlets by Channel: Units 2018-2023
Table 27	□Non-Grocery Retailers Outlets by Channel: % Unit Growth 2018-2023
Table 28	□Retail GBO Company Shares: % Value 2019-2023
Table 29	□Retail GBN Brand Shares: % Value 2020-2023
Table 30	□Retail Offline GBO Company Shares: % Value 2019-2023
Table 31	□Retail Offline GBN Brand Shares: % Value 2020-2023
Table 32	□Retail Offline LBN Brand Shares: Outlets 2020-2023
Table 33	□Retail E-Commerce GBO Company Shares: % Value 2019-2023
Table 34	□Retail E-Commerce GBN Brand Shares: % Value 2020-2023
Table 35	□Grocery Retailers GBO Company Shares: % Value 2019-2023
Table 36	□Grocery Retailers GBN Brand Shares: % Value 2020-2023
Table 37	□Grocery Retailers LBN Brand Shares: Outlets 2020-2023
Table 38	□Non-Grocery Retailers GBO Company Shares: % Value 2019-2023
Table 39	□Non-Grocery Retailers GBN Brand Shares: % Value 2020-2023
Table 40	□Non-Grocery Retailers LBN Brand Shares: Outlets 2020-2023
Table 41	□Forecast Sales in Retail by Retail Offline vs Retail E-Commerce: Value 2023-2028
Table 42	□Forecast Sales in Retail by Retail Offline vs Retail E-Commerce: % Value Growth 2023-2028
Table 43	□Forecast Sales in Retail Offline by Channel: Value 2023-2028
Table 44	□Forecast Sales in Retail Offline by Channel: % Value Growth 2023-2028
Table 45	□Forecast Retail Offline Outlets by Channel: Units 2023-2028
Table 46	□Forecast Retail Offline Outlets by Channel: % Unit Growth 2023-2028
Table 47	□Forecast Sales in Retail E-Commerce by Product: Value 2023-2028
Table 48	□Forecast Sales in Retail E-Commerce by Product: % Value Growth 2023-2028
Table 49	□Grocery Retailers Forecasts: Value Sales, Outlets and Selling Space 2023-2028
Table 50	□Grocery Retailers Forecasts: Value Sales, Outlets and Selling Space: % Growth 2023-2028
Table 51	□Forecast Sales in Grocery Retailers by Channel: Value 2023-2028
Table 52	□Forecast Sales in Grocery Retailers by Channel: % Value Growth 2023-2028
Table 53	□Forecast Grocery Retailers Outlets by Channel: Units 2023-2028
Table 54	□Forecast Grocery Retailers Outlets by Channel: % Unit Growth 2023-2028
Table 55	□Non-Grocery Retailers Forecasts: Value Sales, Outlets and Selling Space 2023-2028
Table 56	□Non-Grocery Retailers Forecasts: Value Sales, Outlets and Selling Space: % Growth 2023-2028
Table 57	□Forecast Sales in Non-Grocery Retailers by Channel: Value 2023-2028
Table 58	□Forecast Sales in Non-Grocery Retailers by Channel: % Value Growth 2023-2028
Table 59	□Forecast Non-Grocery Retailers Outlets by Channel: Units 2023-2028
Table 60	□Forecast Non-Grocery Retailers Outlets by Channel: % Unit Growth 2023-2028

DISCLAIMER

SOURCES

**Scotts International. EU Vat number: PL 6772247784**

tel. 0048 603 394 346 e-mail: [support@scotts-international.com](mailto:support@scotts-international.com)

[www.scotts-international.com](http://www.scotts-international.com)



## Discounters in Germany

Market Direction | 2024-04-11 | 35 pages | Euromonitor

To place an Order with Scotts International:

- ☐ - Print this form
- ☐ - Complete the relevant blank fields and sign
- ☐ - Send as a scanned email to support@scotts-international.com

### ORDER FORM:

Select license	License	Price
	Single User Licence	€825.00
	Multiple User License (1 Site)	€1650.00
	Multiple User License (Global)	€2475.00
		VAT
		Total

\*Please circle the relevant license option. For any questions please contact support@scotts-international.com or 0048 603 394 346.

☐ \*\* VAT will be added at 23% for Polish based companies, individuals and EU based companies who are unable to provide a valid EU Vat Numbers.

Email*	<input type="text"/>	Phone*	<input type="text"/>
First Name*	<input type="text"/>	Last Name*	<input type="text"/>
Job title*	<input type="text"/>		
Company Name*	<input type="text"/>	EU Vat / Tax ID / NIP number*	<input type="text"/>
Address*	<input type="text"/>	City*	<input type="text"/>
Zip Code*	<input type="text"/>	Country*	<input type="text"/>
		Date	<input type="text" value="2025-05-05"/>
		Signature	<input type="text"/>

**Scotts International. EU Vat number: PL 6772247784**

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com