

Discounters in Germany

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

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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.

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