

Hypermarkets in Germany

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Report description:

The economic slowdown in 2023 somewhat undermined the performance of hypermarkets in Germany, as the format is highly dependent on non-grocery purchases often considered by consumers as discretionary spending. This adds to the longer-term challenges affecting hypermarkets, linked to the gradual erosion of the one-stop shopping trend among German households. Despite value sales growth due to inflation, hypermarkets also suffered in 2023 from the major disruption created by the rebranding of the R...

Euromonitor International's Hypermarkets 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 Hypermarkets 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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