Supermarkets - Europe - November 2016

Report Price: £2895.00 | $3614.41 | €3416.10

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"Food retailing is going through particularly difficult times. There is deflation in most markets, which puts pressure on profitability unless there can be compensating cost savings. The hard discounters have revitalised their offer and are an increasingly powerful force in many countries."
– Richard Perks, Director of Retail Research

This report looks at the following areas:

The main focus of this report is the five major European countries – France, Germany, Italy, Spain and the UK. Together they account for around 60% of all European retail sales (excluding Russia). But in the European summary we include summary data about the other leading markets in Europe, together with details about the top 60 leading food retailers across all Europe. More information about smaller countries can be found in the European Retail Handbook, September 2016 and in the European Retail Rankings, which will be published in December 2016.

The focus of this report is supermarkets, but the market size used is all food retailers. Supermarkets dominate food retailing across Europe taking around 87% of all food retailers' sales. The trend towards ever larger stores is beginning to reverse in some countries and the specialists, though not the markets, are seeing their decline bottom out and even reverse. The trend to larger supermarkets seems to be coming to an end in the more developed markets with smaller convenience stores and hard discounters growing and taking market share.

DID YOU KNOW?

This report is part of a series of reports, produced to provide you with a more holistic view of this market

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