Supermarkets - Germany - November 2017

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"The introduction of Amazon Fresh in May 2017 has been a shot in the arm for online grocery retailing in Germany with a number of the leading supermarkets launching or expanding their e-commerce offering. German consumers will quickly adapt to a new way of grocery shopping and this should lead to significant growth in the online channel in the years ahead."
– Thomas Slide, Retail Analyst

This report looks at the following areas:

- **Who shops for groceries**
- **Shopping for groceries in-store vs online**
- **Grocery retailers used**
- **Factors that could be improved at grocery retailers.**

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