

## Supermarkets - Germany - November 2017

Report Price: £995.00 | \$1321.06 | €1134.00

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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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### 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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- Good things come to those who don't make consumers wait
- The facts
- The implications

### The Market – What You Need to Know

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Consumer spending driven up by inflation  
 Grocers account for 80% of consumer spending  
 Food retailers' sales just shy of €200 billion in 2017

## Spending and Inflation

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 Online grocery retailing gaining traction

## Leading Players

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Rewe growing its online sales  
 Amazon Fresh finally lands in Germany  
 Kaufland delays expected expansion

## The Consumer – What You Need to Know

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### Data sources

STATISTISCHES BUNDESAMT – Wiesbaden

EUROSTAT – Luxembourg

BeVH - Berlin

### Aldi

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#### Germany

#### UK

#### US

#### Australia

#### Further expansion

#### Company background

#### Company performance

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#### Retail offering

### Edeka Group

#### What we think

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#### New convenience store concept

#### Convenient grocery delivery fulfilment option

#### Edeka expanding into the drugstore market

#### Netto Marken-Discount responding to consumers' food provenance concerns

#### Company background

#### Company performance

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### Retail offering

#### Real

##### What we think

- New Markthalle Krefeld store concept success
- New buying alliance will bring extended product range and lower prices
- Integration of Hitmeister expands online product offering
- Preparing to roll out a nationwide grocery home delivery service
- Considering roll-out of click-and-collect across its entire store network

Voice-controlled shopping

Company background

Company performance

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### Retail offering

#### Rewe

##### What we think

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- Going local
- The natural way
- Online plans
- What next?

Company background

Company performance

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### Retail offering

#### Schwarz Group (Lidl)

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Company background

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### Company performance

Figure 47: Schwarz Group: group sales performance, 2012/13-2016/17

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### Retail offering

## Spar International

### What we think

Capitalising on smaller, more frequent food shopping

Modernisation of larger stores

New health store concept to meet the demands of health-conscious consumers

E-commerce solutions to make shopping as convenient as possible

Food waste scheme prompts positive response

### Company background

### Company performance

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### Retail offering

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