

Hypermarkets in Germany

April 2024

Table of Contents

Hypermarkets in Germany - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

Long-term shift in consumer behaviour and the demise of Mein Real
Kaufland's aggressive pricing policy helps it face challenge from discounters
Major players continued to make gains following the demise of Mein Real

PROSPECTS AND OPPORTUNITIES

Challenging conditions in aftermath of the rebranding of REAL hypermarkets
Focus on regional and organic products and additional omnichannel services
E-commerce strategies may help support sales in non-grocery categories

CHANNEL DATA

Table 1 - Hypermarkets: Value Sales, Outlets and Selling Space 2018-2023
Table 2 - Hypermarkets: Value Sales, Outlets and Selling Space: % Growth 2018-2023
Table 3 - Hypermarkets GBO Company Shares: % Value 2019-2023
Table 4 - Hypermarkets GBN Brand Shares: % Value 2020-2023
Table 5 - Hypermarkets LBN Brand Shares: Outlets 2020-2023
Table 6 - Hypermarkets Forecasts: Value Sales, Outlets and Selling Space 2023-2028
Table 7 - Hypermarkets Forecasts: Value Sales, Outlets and Selling Space: % Growth 2023-2028

Retail in Germany - Industry Overview

EXECUTIVE SUMMARY

Retail in 2023: The big picture
Value growth in grocery retailers boosted by high inflation
Harmonising online and offline shopping in Germany's retail landscape
What next for retail?

OPERATING ENVIRONMENT

Informal retail
Opening hours for physical retail
Summary 1 - Standard Opening Hours by Channel Type 2023
Seasonality
Christmas
Summer sales

MARKET DATA

Table 8 - Sales in Retail by Retail Offline vs Retail E-Commerce: Value 2018-2023
Table 9 - Sales in Retail by Retail Offline vs Retail E-Commerce: % Value Growth 2018-2023
Table 10 - Sales in Retail Offline by Channel: Value 2018-2023
Table 11 - Sales in Retail Offline by Channel: % Value Growth 2018-2023
Table 12 - Retail Offline Outlets by Channel: Units 2018-2023
Table 13 - Retail Offline Outlets by Channel: % Unit Growth 2018-2023
Table 14 - Sales in Retail E-Commerce by Product: Value 2018-2023
Table 15 - Sales in Retail E-Commerce by Product: % Value Growth 2018-2023
Table 16 - Grocery Retailers: Value Sales, Outlets and Selling Space 2018-2023
Table 17 - Grocery Retailers: Value Sales, Outlets and Selling Space: % Growth 2018-2023
Table 18 - Sales in Grocery Retailers by Channel: Value 2018-2023
Table 19 - Sales in Grocery Retailers by Channel: % Value Growth 2018-2023
Table 20 - Grocery Retailers Outlets by Channel: Units 2018-2023
Table 21 - Grocery Retailers Outlets by Channel: % Unit Growth 2018-2023

Table 22 - Non-Grocery Retailers: Value Sales, Outlets and Selling Space 2018-2023
Table 23 - Non-Grocery Retailers: Value Sales, Outlets and Selling Space: % Growth 2018-2023
Table 24 - Sales in Non-Grocery Retailers by Channel: Value 2018-2023
Table 25 - Sales in Non-Grocery Retailers by Channel: % Value Growth 2018-2023
Table 26 - Non-Grocery Retailers Outlets by Channel: Units 2018-2023
Table 27 - Non-Grocery Retailers Outlets by Channel: % Unit Growth 2018-2023
Table 28 - Retail GBO Company Shares: % Value 2019-2023
Table 29 - Retail GBN Brand Shares: % Value 2020-2023
Table 30 - Retail Offline GBO Company Shares: % Value 2019-2023
Table 31 - Retail Offline GBN Brand Shares: % Value 2020-2023
Table 32 - Retail Offline LBN Brand Shares: Outlets 2020-2023
Table 33 - Retail E-Commerce GBO Company Shares: % Value 2019-2023
Table 34 - Retail E-Commerce GBN Brand Shares: % Value 2020-2023
Table 35 - Grocery Retailers GBO Company Shares: % Value 2019-2023
Table 36 - Grocery Retailers GBN Brand Shares: % Value 2020-2023
Table 37 - Grocery Retailers LBN Brand Shares: Outlets 2020-2023
Table 38 - Non-Grocery Retailers GBO Company Shares: % Value 2019-2023
Table 39 - Non-Grocery Retailers GBN Brand Shares: % Value 2020-2023
Table 40 - Non-Grocery Retailers LBN Brand Shares: Outlets 2020-2023
Table 41 - Forecast Sales in Retail by Retail Offline vs Retail E-Commerce: Value 2023-2028
Table 42 - Forecast Sales in Retail by Retail Offline vs Retail E-Commerce: % Value Growth 2023-2028
Table 43 - Forecast Sales in Retail Offline by Channel: Value 2023-2028
Table 44 - Forecast Sales in Retail Offline by Channel: % Value Growth 2023-2028
Table 45 - Forecast Retail Offline Outlets by Channel: Units 2023-2028
Table 46 - Forecast Retail Offline Outlets by Channel: % Unit Growth 2023-2028
Table 47 - Forecast Sales in Retail E-Commerce by Product: Value 2023-2028
Table 48 - Forecast Sales in Retail E-Commerce by Product: % Value Growth 2023-2028
Table 49 - Grocery Retailers Forecasts: Value Sales, Outlets and Selling Space 2023-2028
Table 50 - Grocery Retailers Forecasts: Value Sales, Outlets and Selling Space: % Growth 2023-2028
Table 51 - Forecast Sales in Grocery Retailers by Channel: Value 2023-2028
Table 52 - Forecast Sales in Grocery Retailers by Channel: % Value Growth 2023-2028
Table 53 - Forecast Grocery Retailers Outlets by Channel: Units 2023-2028
Table 54 - Forecast Grocery Retailers Outlets by Channel: % Unit Growth 2023-2028
Table 55 - Non-Grocery Retailers Forecasts: Value Sales, Outlets and Selling Space 2023-2028
Table 56 - Non-Grocery Retailers Forecasts: Value Sales, Outlets and Selling Space: % Growth 2023-2028
Table 57 - Forecast Sales in Non-Grocery Retailers by Channel: Value 2023-2028
Table 58 - Forecast Sales in Non-Grocery Retailers by Channel: % Value Growth 2023-2028
Table 59 - Forecast Non-Grocery Retailers Outlets by Channel: Units 2023-2028
Table 60 - Forecast Non-Grocery Retailers Outlets by Channel: % Unit Growth 2023-2028

DISCLAIMER

SOURCES

Summary 2 - Research Sources

About Euromonitor International

Euromonitor International is an independent market intelligence provider. Data, insight and analysis stem from in-the-field research spanning 210 national markets.

Content ranges from the in-depth and country-specific, to key strategic themes with a global range and significance. Products cover a comprehensive range of insights and market data, but can be broadly categorised as:

- **Strategy Briefings:** Global or regional in scope, and focussing on the most important themes shaping consumer demand, the key markets, competitive environment and future outlook across a range of industries.
- **Company Profiles:** Analysis dedicated to the world's most significant companies, with detailed insight into their activities, focus of operations, their competitors, their geographic presence and performance.
- **Country Reports:** For an in-depth understanding of specific countries, whether by industry, economic metrics or consumer trends and lifestyles. These reports cover current trends, consumer demand, market potential and future prospects, with country-specific local insight and comprehensive data, unavailable elsewhere.

For more information on this report, further enquiries can be directed via this link www.euromonitor.com/hypermarkets-in-germany/report.