



The Changing Landscape of Variety Stores in Western Europe: Before and After the COVID-19 Pandemic

June 2021

SCOPE OF THE REPORT

Scope

INTRODUCTION

Key findings

STATE OF PLAY

Variety stores perform above store-based average in Western Europe

The UK leads, but growth comes from other markets

The region's variety channel largely consists of domestic players

KEY GROWTH DRIVERS

Discount players revitalise the region's variety stores

Growing awareness fuels consumer focus on lowest price

Unique store experience rather than e-commerce to keep prices low

Variety stores benefit from more diverse product categories

Higher share of private label supports growth strategy

Regional outlet growth uneven as surging players' reach remains limited

Varying impact of COVID-19 depending on location

GROWING CROSS-CHANNEL COMPETITION

Variety channel puts growing pressure on discounters

Inner-city expansion increases competition with non-grocery specialists

Circumventing online business becomes increasingly risky

BRANDS TO WATCH: CASE STUDIES

Action: unparalleled surge to the top

B&M Bargains: winning at home and away from high-street

Tokmanni: leveraging private label and consumer trust

Stokomani: smart shopping for big brands

Flying Tiger Copenhagen: highlighting design and store experience

PROSPECTS

Growth opportunities increase amid economic challenges

Omnichannel approach could strengthen customer loyalty

Addressing sustainability vital to continued success

Variety stores expected to gain further influence in the region

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For more information on this report, further enquiries can be directed via this link www.euromonitor.com/the-changing-landscape-of-variety-stores-in-western-europe-before-and-after-the-covid-19-pandem/report.