



Euromonitor  
International

# Retail in Western Europe

October 2024

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Scope

Key findings

## REGIONAL OVERVIEW

Western Europe home to the third biggest regional market for retail value sales

Positive growth expected for the Western European retail market from 2024

Western Europe has the highest regional per capita spend on vending

Non-grocery retailers struggle over the review period

Despite recent declines, e-commerce adds the most new sales over 2018-2023

Turkey the most dynamic country market in 2018-2023

High inflation continues to impact retail sales across Western European countries in 2023

Discounters now the leading grocery retailers channel in Turkey

## LEADING COMPANIES AND BRANDS

Competitive landscapes generally becoming more concentrated

Amazon.com gains the most share over the 2018-2023 period

Lidl and Aldi expected to continue expanding

No movement among the top five brands in 2023

## FORECAST PROJECTIONS

Positive growth expected throughout the forecast period for retail in Western Europe

The UK will go close to catching Germany in terms of retail sales over 2023-2028

Turkey will continue to see the most dynamic growth

## COUNTRY SNAPSHOTS

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Austria: Non-Grocery Retailers Market Context

Austria: Competitive Landscape

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