

# Small Local Grocers in France

February 2024

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## Small Local Grocers in France - Category analysis

## KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Small local grocers benefit from long-standing relationships with local consumers

Demand for organic groceries remains under pressure

Biocoop retains leadership of a highly fragmented environment

## PROSPECTS AND OPPORTUNITIES

Economic recovery to boost sales for more small local grocers while organic players need to adapt to combat falling demand

Private label products to gain more focus from players

Sustainability trends continue transforming small local grocery stores

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2023 as a year of innovations and new concepts

Second-hand trend proves a double-edged sword

What next for retail?

#### OPERATING ENVIRONMENT

Informal retail

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Summary 1 - Standard Opening Hours by Channel Type 2023

Seasonality

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Sales seasons

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