KEY DATA FINDINGS

2022 DEVELOPMENTS
Supermarkets remains the tone-setting channel in grocery retailers
Instead of new outlet openings, Spar aims to make the most of existing locations
More Billa supermarkets to be handed over to the responsibility of local entrepreneurs

PROSPECTS AND OPPORTUNITIES
Cautious consumer attitudes militate against strong growth in the short term
Food and drink e-commerce could develop into a serious threat to physical supermarkets
Dense coverage leaves very few gaps

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EXECUTIVE SUMMARY
Retail in 2022: The big picture
Catch-up effects and high prices for foodservice generate some positive impulses
Self-service retail concepts are slowly gaining momentum
What next for retail?

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Informal retail
Opening hours for physical retail
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Seasonality
Christmas
Back to School

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SOURCES

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