

# Supermarkets in Germany

April 2024

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## Supermarkets in Germany - Category analysis

#### **KEY DATA FINDINGS**

#### 2023 DEVELOPMENTS

High growth driven by inflation but supermarkets underperforms against discounters Private label's prominence in low-price strategy creates tension with key suppliers Solid performances for Edeka and Rewe but niche players face challenges

## PROSPECTS AND OPPORTUNITIES

Private label and price positioning key strategic tools to achieve tentative growth Supermarkets expected to strengthen areas of differentiation against discounters Omnichannel strategy to integrate e-commerce activities into store-based operations

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Value growth in grocery retailers boosted by high inflation

Harmonising online and offline shopping in Germany's retail landscape

What next for retail?

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Informal retail

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