

Supermarkets in Italy

March 2024

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Supermarkets in Italy - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

Demand for convenience fosters growth in smaller format supermarkets

Supermarkets target shopping experience to boost growth

Competition heats up among grocer retailers with price and proximity key battlegrounds

PROSPECTS AND OPPORTUNITIES

Carrefour Contact could shake up the competitive landscape as players focus on offering better value and more convenience

Proximity shops benefit from an ageing demographic

Supermarkets could struggle for significant gains with discounters set to take further share

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Retail in Italy - Industry Overview

EXECUTIVE SUMMARY

Retail in 2023: The big picture

Convenience remains a key focus of consumers and retailers as Italians lead increasingly busy lives

Sustainability in 2023 and onwards,

What next for retail?

OPERATING ENVIRONMENT

Informal retail

Opening hours for physical retail

Summary 1 - Standard Opening Hours by Channel Type 2023

Seasonality

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Easter

Valentine's Day/Father's Day/Mother's Day

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