Discounters in France

March 2023

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Discounters in France - Category analysis

KEY DATA FINDINGS

2022 DEVELOPMENTS

Growth dampened by underperformance of local players
Aldi grows strongly after acquiring Leader Price stores
Lidl, the other German discounter, consolidates its leadership

PROSPECTS AND OPPORTUNITIES

Room for growth, but beware of too much upgrading
Mere/Svetofor is a damp squib for the moment, but other players could emerge
Strong counter-attack from other grocery retail channels anticipated

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Retail in France - Industry Overview

EXECUTIVE SUMMARY

Retail in 2022: The big picture
Competition intensifies as inflation strikes
The burst of the retail e-commerce bubble is significant but logical
What next for retail?

OPERATING ENVIRONMENT

Informal retail
Opening hours for physical retail
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Seasonality
Christmas (Noël)
Back to School (La Rentrée)
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