

Discounters in Germany

March 2023

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Discounters in Germany - Category analysis

KEY DATA FINDINGS

2022 DEVELOPMENTS

Growth in discounters supported by a drop in consumer confidence and price rises

Improving operational efficiency helps retain price competitiveness

Netto seeks to bridge the gap with the top two players, Aldi and Lidl

PROSPECTS AND OPPORTUNITIES

Price movements set to become more challenging for discounters

Focus on city centre locations and smaller, simpler store layouts

Discounters may dip their toes into food and drinks e-commerce

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