



# Traditional Grocery Retailers in Germany

May 2022

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## Traditional Grocery Retailers in Germany - Category analysis

### KEY DATA FINDINGS

#### 2021 DEVELOPMENTS

Traditional grocery retailers remains stable, with diverging sub-trends  
Healthfood stores enhance their lead due to growing health and wellness trend  
Location and restrictions continue to determine performance in 2021

#### PROSPECTS AND OPPORTUNITIES

Traditional grocery retailers will see stable development in the years ahead  
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Broader health trend will fuel diverging trends within traditional grocery retailers

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