FOOD AND NON-FOOD DISCOUNTERS – GERMANY – 2020

The COVID-19 pandemic boosted food discounters' sales. But to make growth sustainable, discounters need to target online and satisfy changing consumer demands.

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Report Content

EXECUTIVE SUMMARY

- Mintel's perspective

Market context

- COVID-19 drives digitalisation needs for discounters
- Private label ranges to grow in Germany
- Private label gains share of German product launches

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Mintel predicts

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- Consumers want: digital support

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- Key shifts in consumer behaviours
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- Mintel Trends – new technologies offer virtual shopping experiences

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Leading retailers

- Food discounters market share stagnated before COVID-19 outbreak
- Growth of food discounters slowed down in 2019
- Action increased store network, but on a low level
- Takko increased sales per outlet notably in 2019

Market share

- Food discounters account for almost 90% of the discounter market

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- Marketing agencies visualise how AR could change shopping trips

Retail innovation

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- New 'scan-and-go' service in selected Carrefour hypermarkets
- New store formats tested for better shopping experience
- Convenience is key for consumers
- Sustainability with new products and activities
- COVID-19 outbreak pushes new payment options

Advertising and marketing activity

- Food discounters started price war to gain consumers' attention
- Lidl had best ranked Youtube video in August 2020
- Exploring social media, crucial to growth with youngsters
- Penny hires Youtuber to attract younger shoppers
- Voice opens up new advertising opportunities

Company profiles

- Aldi Nord
- Aldi Süd
- Lidl
- KiK
- Tedi

APPENDIX

Appendix – products covered, abbreviations and consumer research methodology

- Abbreviations

Appendix – market size and forecast

- Key driver analysis – methodology
- Market size and forecast – value

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