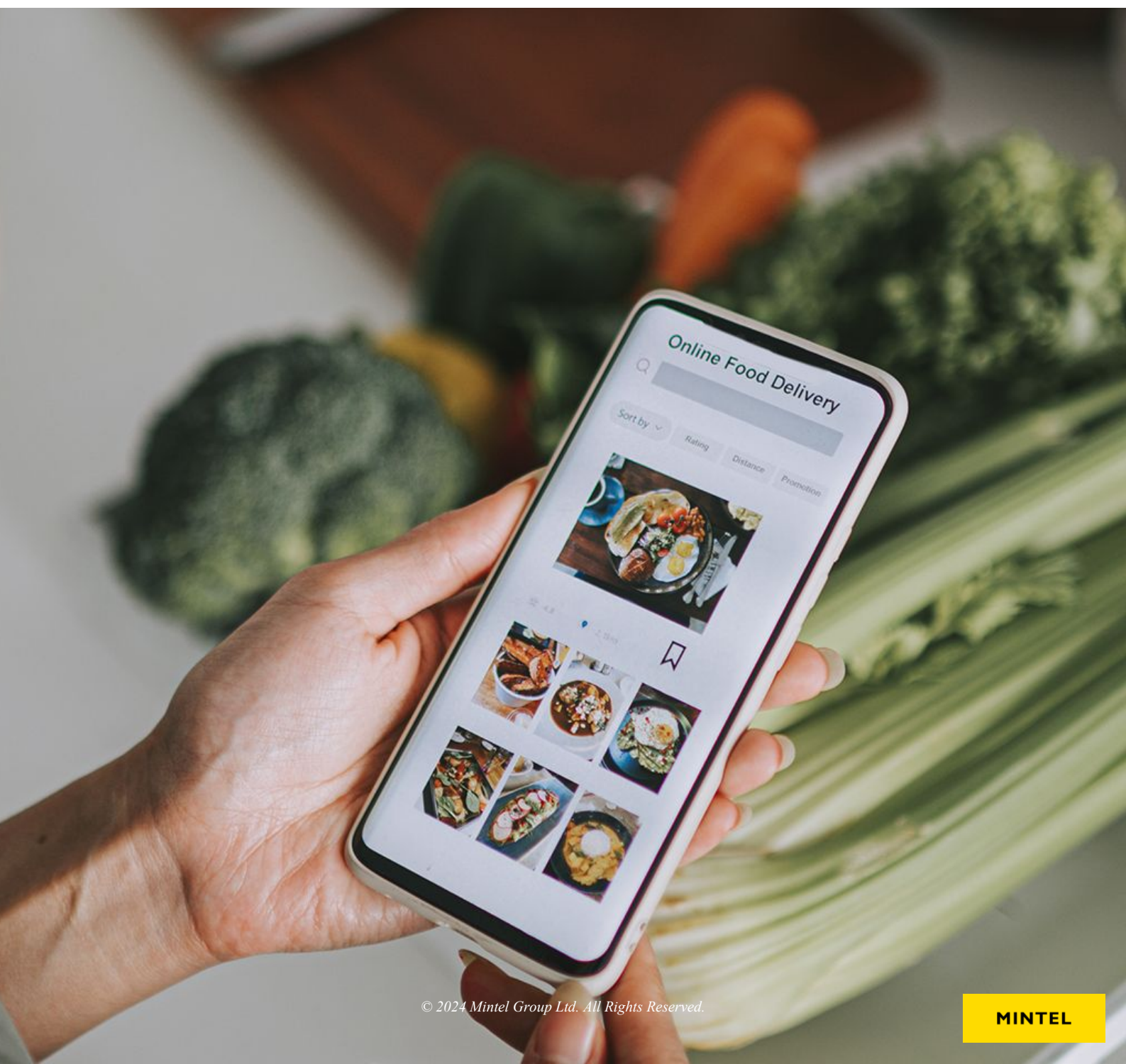


FOOD AND NON-FOOD DISCOUNTERS – GERMANY – 2021

While food and non-food discounters experienced diverging growth during the pandemic, both types of discounters are well placed to expand their online presence.



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Associate Director, Retail,
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Report Content

EXECUTIVE SUMMARY

Key issues covered in this Report

- Overview

Impact of COVID-19 on food and non-food discounters

- Issues such as sustainability and provenance set to grow in importance for discounters
- COVID-19's impact on food and non-food discounters and German consumer behaviour

Market context

- Online shopping is now an entrenched demand of consumers
- Growing interest in the provenance of products

Mintel predicts

- Market size & forecast following COVID-19 outbreak
- Discounter turnover benefits from the COVID-19 pandemic

Opportunities

- Invest more heavily in an online infrastructure
 - Graph 1: selected behaviours related to food and non-food discounters, 2021
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- Cater to ethical and environmental issues

The competitive landscape

- Discounters represent the second biggest group of German retailers

Marketing mix

- The impact of the COVID-19 pandemic on the marketing mix
- Quick download resources

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COVID-19 and the German economy

- COVID-19: market context
- The impact of COVID-19 on the German economy
 - Graph 2: key economic data, in real terms, 2019-23
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Food and Non-Food Discounters – Germany – 2021

- Graph 3: change in frequency of shopping at discounters since the COVID-19/coronavirus outbreak, 2021

eCommerce

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- Discounter turnover benefits from the COVID-19 pandemic

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 - Graph 7: online as share of retail sales (exc VAT), 2010-20

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Food and Non-Food Discounters – Germany – 2021

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Food and Non-Food Discounters – Germany – 2021

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- Aldi Nord presents its plan to improve animal welfare
- Penny highlights its organic offer

Company profiles

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- Aldi Süd
- Lidl
- Kik
- TEDI

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- Discounter retail sales are forecast to increase steadily to €114.1 billion in 2026

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- Mintel's approach to predicting the impact of COVID-19
- Fundamental differences in how COVID-19 is affecting consumer markets
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- Discounter sales reach €93.9 billion in 2020 although growth will slow in 2021
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- Pace of economic recovery is critical for discounters
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APPENDIX

Appendix – abbreviations, consumer methodology, language

- Abbreviations
- Consumer research methodology
- A note on language

Appendix – market size and forecast

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