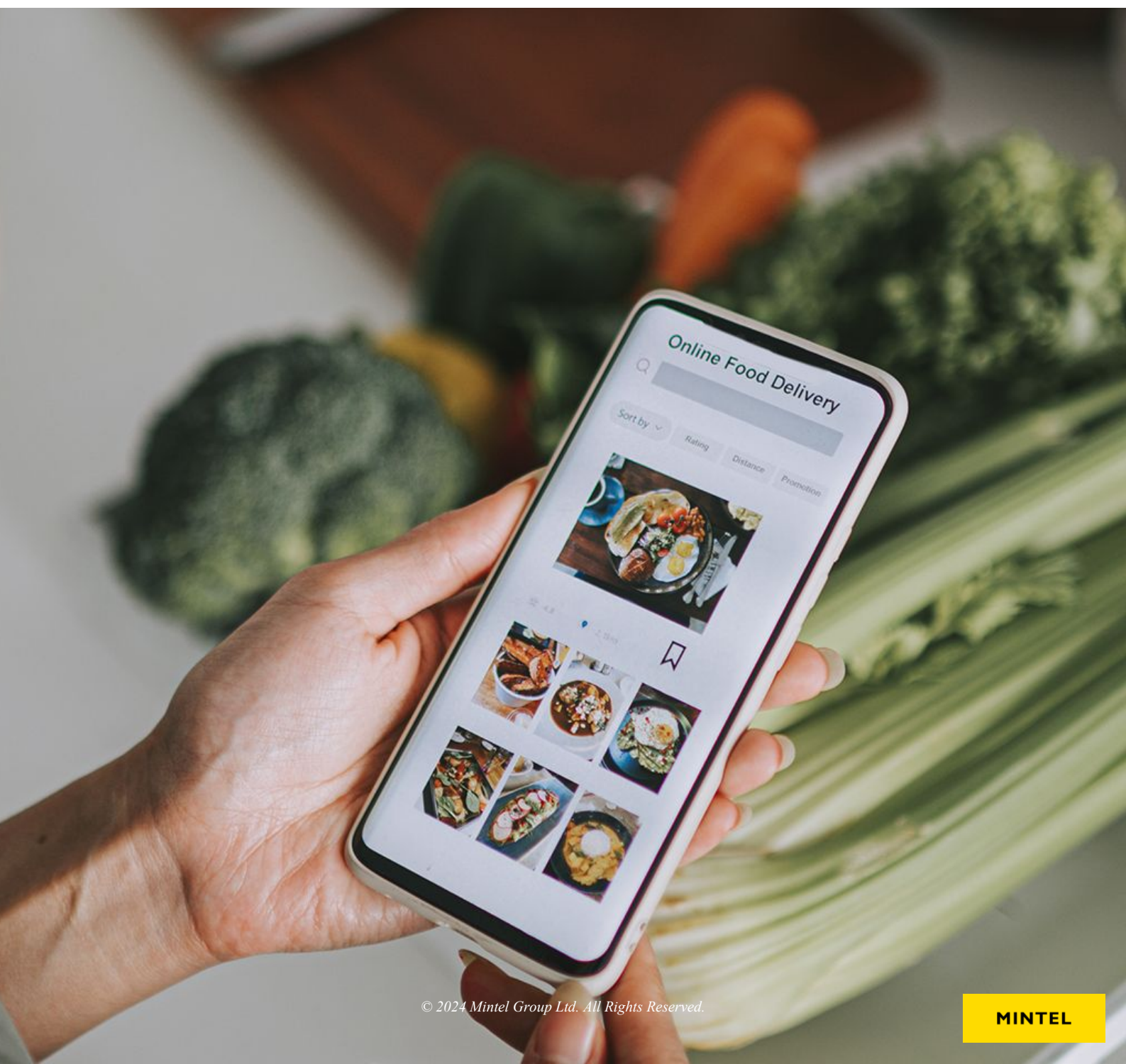


FOOD AND NON-FOOD DISCOUNTERS – GERMANY – 2021

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



Carolin Jaretzke,
Associate Director, Retail,
Automotive, Finance,
Insurance, Germany



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
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- Cater to ethical and environmental issues

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- Quick download resources

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COVID-19 and the German economy

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- 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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- 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 – abbreviations, consumer methodology, language

- Abbreviations
- Consumer research methodology
- A note on language

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