



Grocery Retailing in Western Europe

June 2021

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Key findings

REGIONAL OVERVIEW

Western European growth driven by COVID-19 in 2020

Stagnating sales expected for Western Europe in the forecast period

Modern grocery retailers fare better than traditional outlets in 2020

Only the forecourt retailers channel struggles during the pandemic

Grocery retailers add new sales of almost USD100 billion in 2015-2020

COVID-19 provides a boost to grocery retailing sales in 2020

LEADING COMPANIES AND BRANDS

Top five generally account for at least half of retail sales

Schwarz Beteiligungs and Aldi Group continue to expand

France, UK and Germany the major revenue generators

Edeka and Rewe move up the rankings in 2020

FORECAST PROJECTIONS

Declining sales expected in 2021 after the highs reached during 2020...

...with modest growth then predicted for the rest of the forecast period

COUNTRY SNAPSHOTS

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Austria: Competitive and Retail Landscape

Belgium: Market Context

Belgium: Competitive and Retail Landscape

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