



# Supermarkets in Germany

April 2024

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## Supermarkets in Germany - Category analysis

### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

High growth driven by inflation but supermarkets underperforms against discounters

Private label's prominence in low-price strategy creates tension with key suppliers

Solid performances for Edeka and Rewe but niche players face challenges

#### PROSPECTS AND OPPORTUNITIES

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Omnichannel strategy to integrate e-commerce activities into store-based operations

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