



Supermarkets in Italy

March 2024

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Supermarkets in Italy - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

Demand for convenience fosters growth in smaller format supermarkets
Supermarkets target shopping experience to boost growth
Competition heats up among grocer retailers with price and proximity key battlegrounds

PROSPECTS AND OPPORTUNITIES

Carrefour Contact could shake up the competitive landscape as players focus on offering better value and more convenience
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What next for retail?

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