

# Hypermarkets in Germany

May 2025

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## Hypermarkets in Germany - Category analysis

## **KEY DATA FINDINGS**

#### 2024 DEVELOPMENTS

Closure of last Mein Real outlets adds to long-term challenges for hypermarkets Kaufland's dominance unchallenged despite gains by competitors Competitive pricing and premium positioning boost competitiveness of Kaufland's private label

### PROSPECTS AND OPPORTUNITIES

Channel saturation but smaller hypermarkets offer some growth opportunities Omnichannel services to gain a competitive edge over pure-play e-commerce Local sourcing set to become key differentiator to competing with smaller store formats

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## Retail in Germany - Industry Overview

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Similar growth rates for discounters and supermarkets, while interest in organic food and drinks continues to rise Enhancing retail success through omnichannel integration What next for retail?

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