



Euromonitor
International

Small Local Grocers in Germany

May 2025

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KEY DATA FINDINGS

2024 DEVELOPMENTS

Stagnant sales as channel suffers from higher prices compared to other grocery formats
Fragmented channel dominated by independents, but several chains lead
Greater focus on unique services to retain customer base

PROSPECTS AND OPPORTUNITIES

Decline in outlet numbers and intense price competition set to impact future growth
Reliance on nicotine and tobacco products likely to be reduced
More services and differentiated product offering may help offset main challenges

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Enhancing retail success through omnichannel integration
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