



# Small Local Grocers in Germany

April 2024

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## Small Local Grocers in Germany - Category analysis

### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Small local grocers suffer from high price positioning against larger store formats

Diversification into services helps to differentiate and stem channel's decline

In a fragmented channel, the leading player faces a challenging environment

#### PROSPECTS AND OPPORTUNITIES

Sales set to further due to unfavourable macroeconomic environment

Local and organic products alongside ethnic food and foodservice as growth drivers

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