



**Euromonitor
International**

Supermarkets in Germany

May 2025

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KEY DATA FINDINGS

2024 DEVELOPMENTS

Supermarkets adjust strategies by responding to price challenges from discounters
Two dominant players focus on strengthening distinct competitive advantages
Loyalty scheme competition intensifies as Payback partner changes

PROSPECTS AND OPPORTUNITIES

Competing with discounters through premium products including organic, vegan food and local sourcing
Adapting price positioning to macroeconomic conditions could boost consumer loyalty
Two largest players set to develop e-commerce activities

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Retail in Germany - Industry Overview

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Enhancing retail success through omnichannel integration
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