Universes 2015

Germany

Updated: August 2015

Growth delivered.

Contents

Contents

Introduction

This Universes 2015 booklet, provided by IRI, is a brief but comprehensive summary covering the most important retail Classes of Trade in the Federal Republic of Germany.

The data reflects the retail landscape in 2014/2015 and forms the basis for the projection of IRI Retail Audit for the current year. The **annual figures in the subsequent charts** are to be interpreted as follows:

Number of stores: as of January 1st of the given year.

Turnover: Gross revenue of the previous year.

Background sources used for the production of this booklet include: updated and projected data, IRI's own retailer research, official statistics, publications by various organizations and associations related to the retail industry as well as data provided to IRI by the retail industry itself.

Total retail food trade – Development incl. Aldi

Continued consolidation

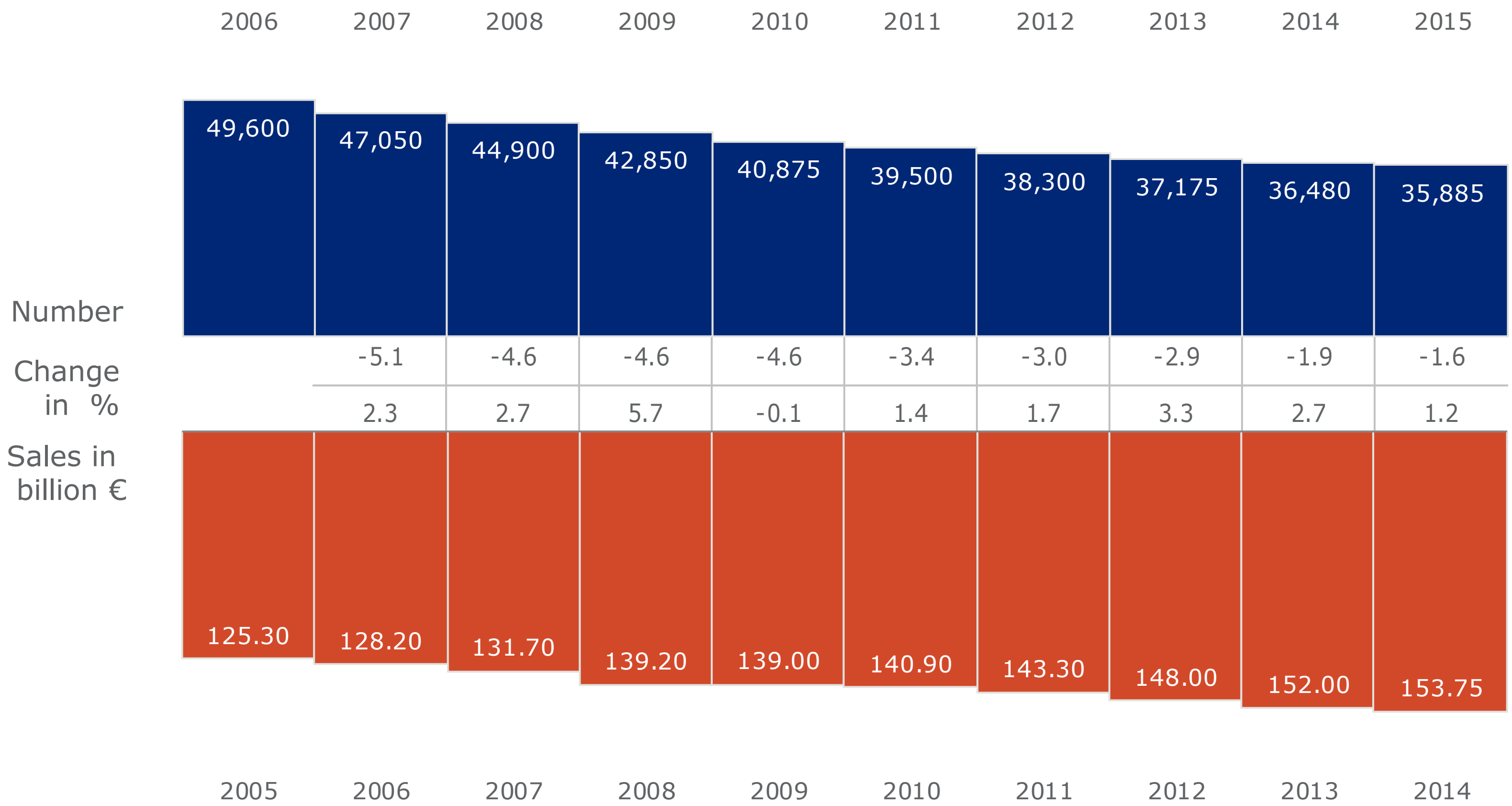
Value sales in the grocery class of trade (incl. Aldi) increased by 1.2% to €153.75bn in 2014.

The number of stores in Germany continues to decline; in total, the number of stores decreased by 1.8%. This decline is driven by the continuing negative trend among smaller traditional grocery stores. The number of discounters has hardly changed. At the end of 2014, Germany had a total of 35,885 grocery stores with Aldi itself ending the year with a total of 4,250 stores nationwide.

The causes for this trend are plain to see: A relentless price war, the continuing expansion of selling space and the reluctance of consumers to spend are the critical factors in an already difficult competitive environment. Revenue growth could only be realized by means of driving out competition.

As always, this review of the grocery trade does not include the following classes of trade: Department stores and cash & carry outlets. The hypermarket non-food sales are not included in the stated numbers.

Total retail food trade – incl. Aldi



Store types – Definitions

Hypermarkets

Hypermarkets are self-service retail stores with large surface size (800 sq m and more, as long as they are not discounters) offering groceries as well as consumer durables and consumer goods mostly for short to middle term use. Large hypermarkets, also known as self-service department stores, carry a range similar to that of department stores including groceries and semi-luxuries for short, middle and long term use. In general, hypermarkets have central check-out areas and spacious customer parking lots. They are frequently situated on the outskirts of cities.

Discounters (incl. Aldi)

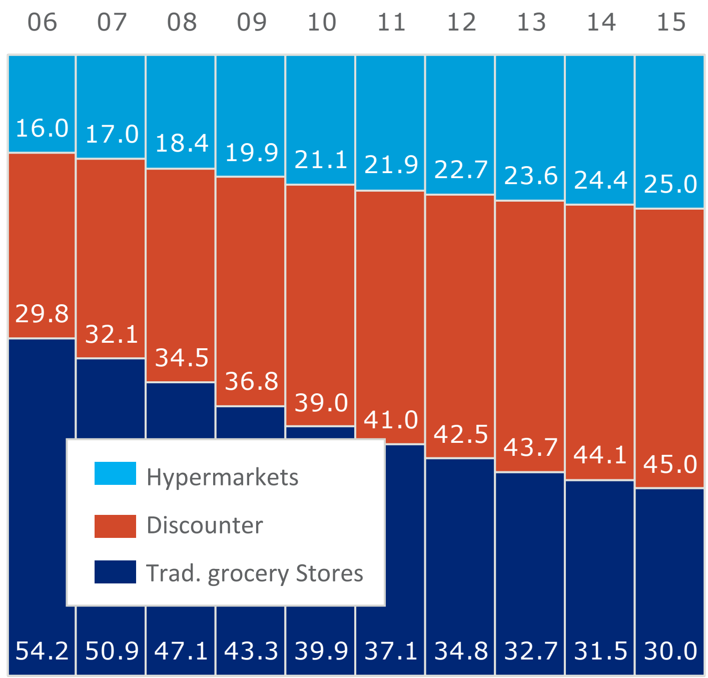
Discounters are self-service stores carrying mainly groceries in a limited range with emphasis on low prices. They have only basic furnishing and central check-outs. The most important representatives of this type of stores are Aldi, Lidl, Netto, Norma, Penny.

Traditional grocery stores

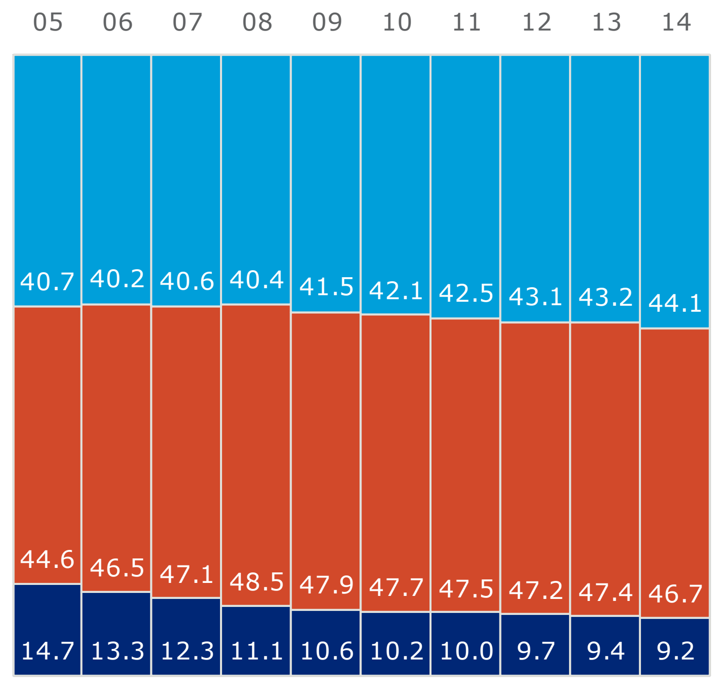
Outlets of the traditional retail food trade are stores with a range of goods consisting mainly of groceries. Stores of this type are neither hypermarkets nor discounters. Specialty shops offering groceries on the side are excluded (e.g. bakeries, confectioneries etc.).

Store types – incl. Aldi

Number of stores in %



Sales share in %



	06	07	08	09	10	11	12	13	14	15
No.	49,600	47,050	44,900	42,850	40,875	39,500	38,300	37,175	36,480	35,885
Change in %		-5.1	-4.6	-4.6	-4.6	-3.4	-3.0	-2.9	-1.9	-1.6

Ret. groc. trade	05	06	07	08	09	10	11	12	13	14
No. / € in bn	125.30	128.20	131.70	139.20	139.00	140.90	143.30	148.00	152.00	153.75
Change in %		2.3	2.7	5.7	-0.1	1.4	1.7	3.3	2.7	1.2

Hypermarkets – Development

Hypermarkets were among the winners in Total Grocery in 2014 again.

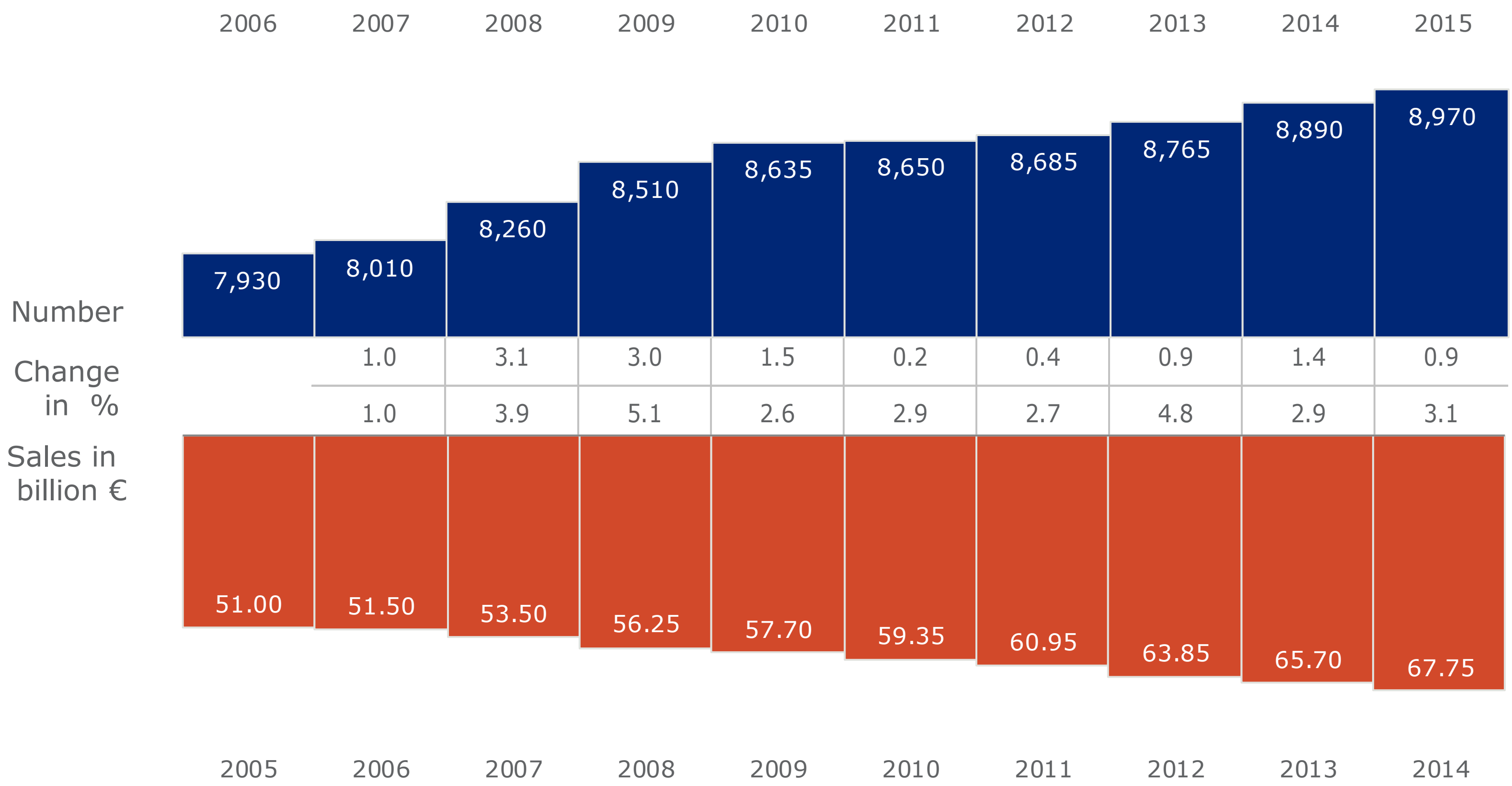
Due to the openings and selling space expansions the number of stores increased to 8,970. Nevertheless, it should be noted that 53.4% of the hypermarkets sales volume is generated by the smaller markets (selling spaces ranging from 800 to 1,499 sq m or from 1,500 to 2,499 sq m), which account for 77.8% of all hypermarkets.

Value sales increased to €67.75bn in 2014; hence the average turnover for hypermarkets slightly increased to €7.55m as well.

Regional distribution of hypermarkets at the end of 2014, by IRI regions:

• North-West	1,725	(+ 0.3%)
• North Rhine-Westphalia	1,845	(+ 0.3%)
• Central	1,325	(+ 1.1%)
• South	2,520	(+ 2.0%)
• East	1,555	(+ 0.3%)
• Total:	8,970	(+ 0.9%)

Hypermarkets



Discounters – Development incl. Aldi

Discounters – negative performance in 2014

The number of stores remains virtually unchanged. Value sales decreased slightly by 0.4% to €71.9bn.

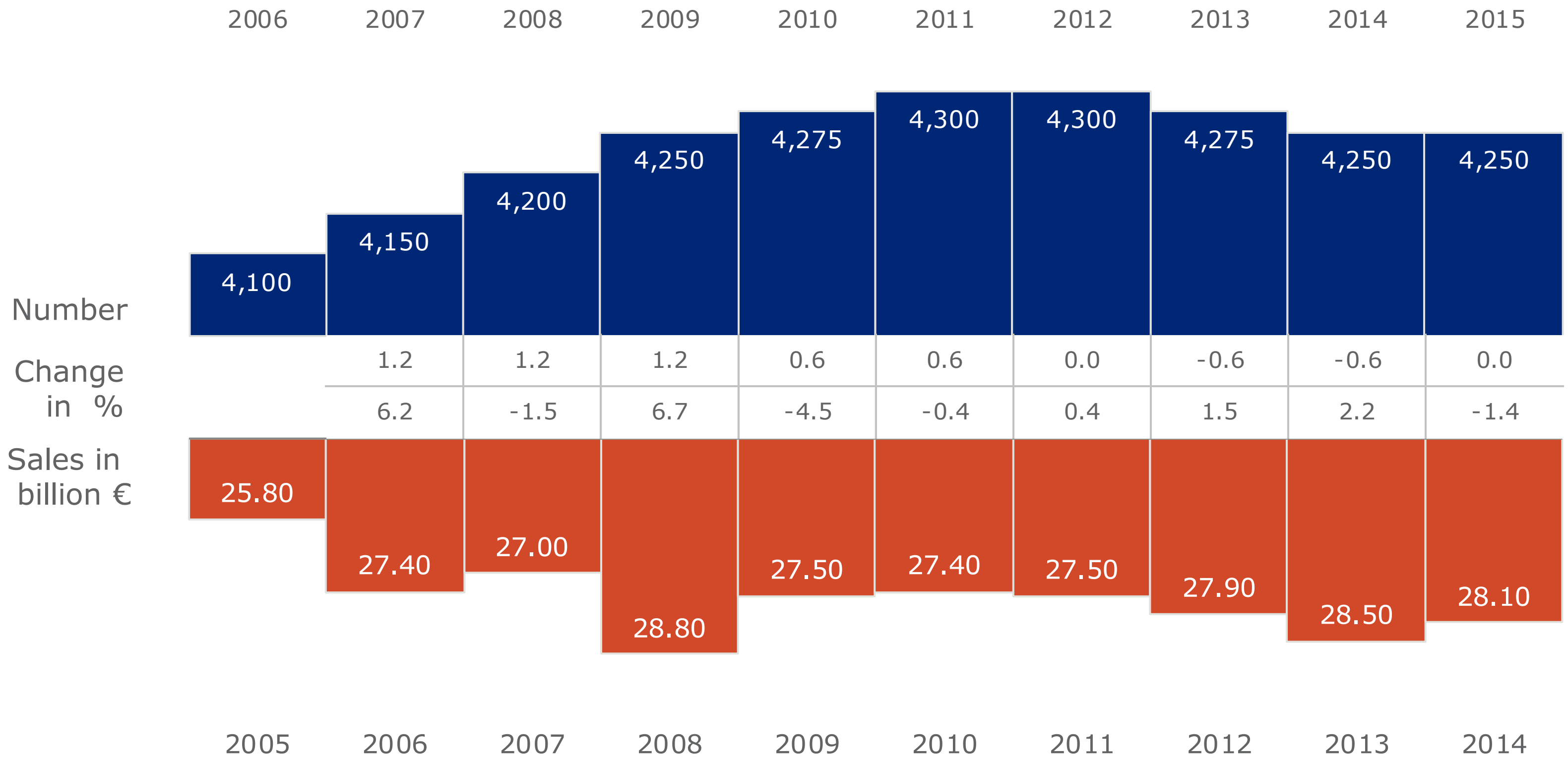
In 2014 this store type represents a value share of 46.7% of total grocery, which puts discounters even ahead of traditional grocery.

When Aldi is not included, discounters nowadays represent 28.5% of the total grocery value sales in Germany (€153.75bn).

Regional distribution of discounters (incl. Aldi) at the end of 2014, East vs West:

• West	11,950	(+ 0.0%)
• East	4,165	(– 0.2%)
• Total	16,115	(– 0.0%)

Aldi


2006 2007 2008 2009 2010 2011 2012 2013 2014 2015
Number
4,100 4,150 4,200 4,250 4,275 4,300 4,300 4,275 4,250 4,250
Change in %
1.2 1.2 1.2 0.6 0.6 0.0 -0.6 -0.6 0.0
6.2 -1.5 6.7 -4.5 -0.4 0.4 1.5 2.2 -1.4
Sales in billion €
25.80 27.40 27.00 28.80 27.50 27.40 27.50 27.90 28.50 28.10
2005 2006 2007 2008 2009 2010 2011 2012 2013 2014

Discounters – excl. Aldi

Discounters

		Discounters incl. Aldi		Discounters excl. Aldi	
		Number 01.01.2015	Sales 2014	Number 01.01.2015	Sales 2014
		16,115	**71.85**	**11,865**	**43.75**
Company	**Name**	Share in %		Share in %	
Classic Discounters					
Aldi	Aldi	26	40		
Lidl & Schwarz	Lidl	20	23	27	38
Norma	Norma	8	5	11	9
Brand Name Discounters					
Penny	Penny	13	10	18	17
Netto North/South	Netto	28	20	38	33
Edeka Retailers	Diska, NP, Treff	5	2	6	3

Traditional grocery stores – Development

Number of Outlets and Value Sales continue to decline

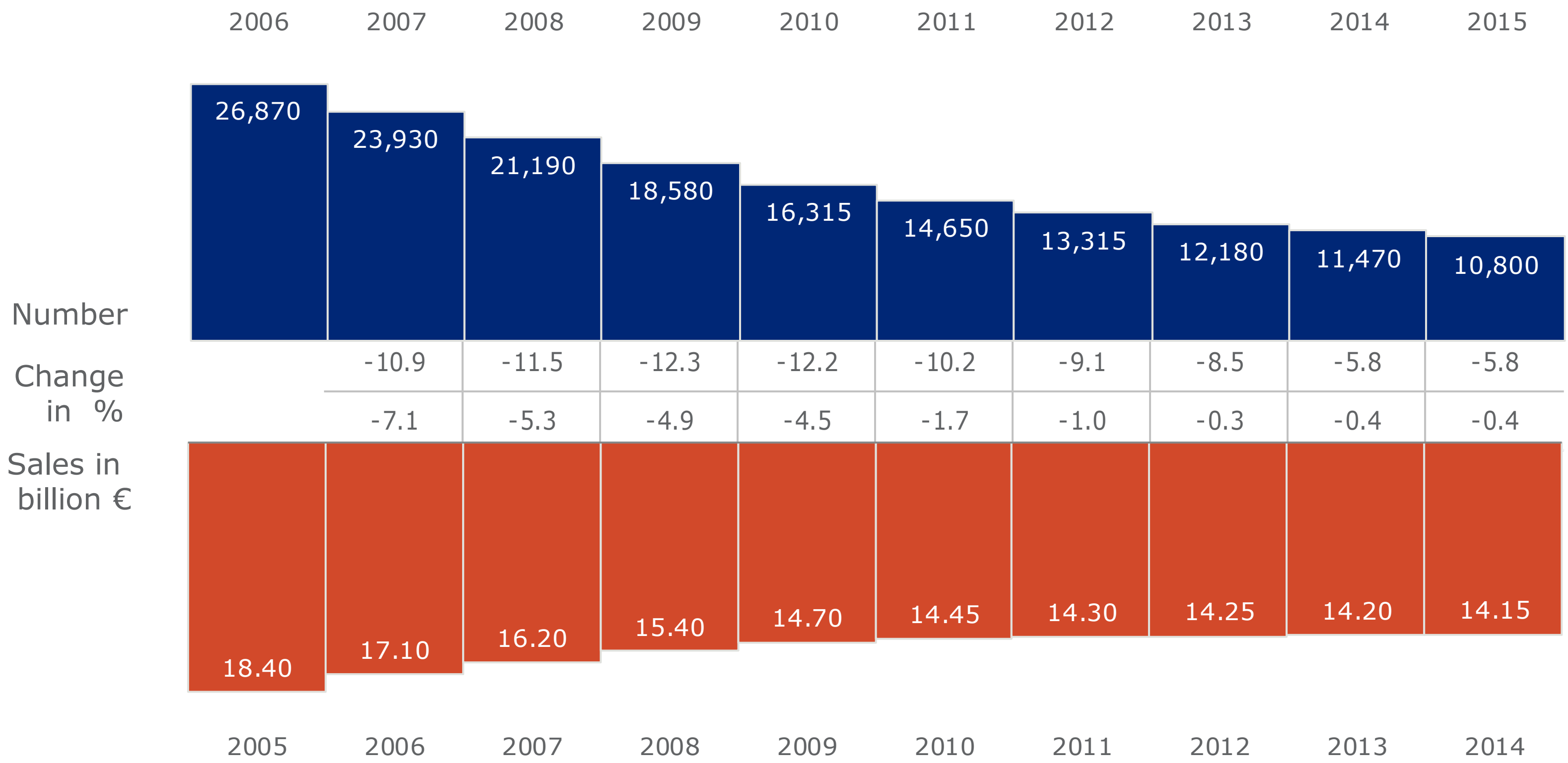
The number of traditional grocery stores in all surface size classes (up to 199 sq m, 200 to 399 sq m and 400 to 799 sq m) declined. The number of stores in the surface size classes 200 to 399 sq m and 400 to 799 sq m slightly decreased, whereas the number of stores in the largest category (up to 199 sq m) decreased by 12.1 %.

The entire traditional grocery store category again suffered losses in value sales in 2014. Sales fell by 0.4% to €14.15bn. Traditional grocery stores thus account for only 11.3% of total retail grocery sales (excl. Aldi).

Regional distribution of traditional grocery stores at the end of 2014, East vs West:

• West	8,680	(– 5.4%)
• East	2,120	(– 7.4%)
• Total	10,800	(– 5.8%)

Traditional grocery stores



Store types – excl. Drugstores

	Number of stores					Sales in billion				
	01.01.2014		15:14	01.01.2015		2013		14:13	2014	
	abs.	%	%	abs.	%	billion €	%	%	billion €	%
Hypermarkets	8,890	27.6	0.9	8,970	28.4	65.70	53.2	3.1	67.75	53.9
Discounters	11,870	36.8	0.0	11,865	37.5	43.60	35.3	0.3	43.75	34.8
Traditional grocery stores	11,470	35.6	-5.8	10,800	34.1	14.20	11.5	-0.4	14.15	11.3
Total	**32,230**	**100.0**	**-1.8**	**31,635**	**100.0**	**123.50**	**100.0**	**1.7**	**125.65**	**100.0**
Aldi	4,250		0.0	4,250		28.50		-1.4	28.10	

Selling space categories – Development

IRI distinguishes among seven different categories of surface size. In addition, discounters are classified as a separate category regardless of their actual size.

Traditional grocery stores are divided into three categories according to size:

- up to 199 sq m
- 200 to 399 sq m
- 400 to 799 sq m (supermarkets).

The hypermarket segment is divided into markets of:

- 800 to 1.499 sq m
- 1.500 to 2.499 sq m
- 2.500 to 4.999 sq m
- 5.000 sq m or more (self-service department stores).

While both the traditional grocery store categories and the discounters suffered losses in terms of number of stores, the hypermarkets could expand further.

Back to Contents

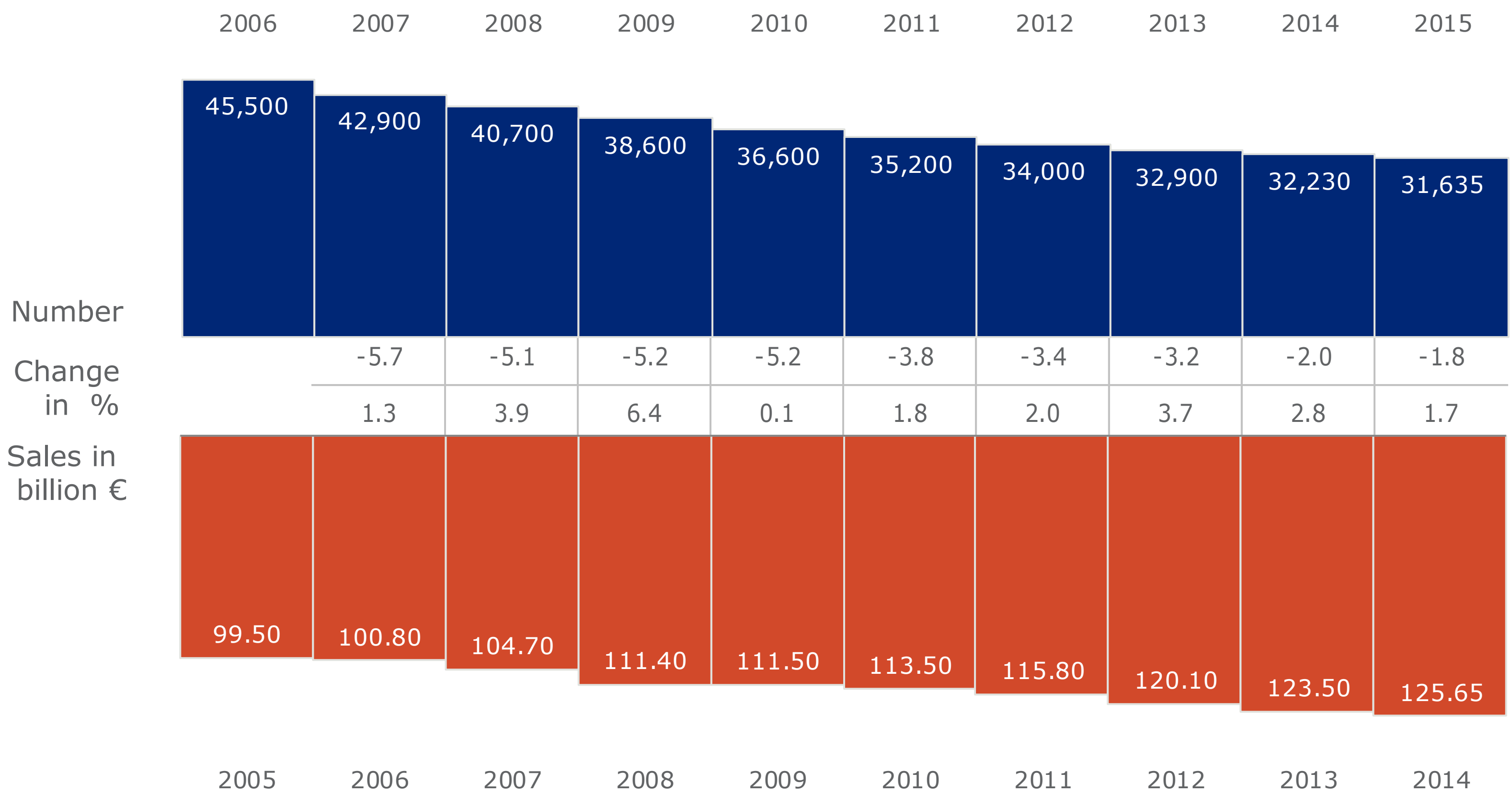
Selling space categories – incl. Aldi

	Number of stores					Sales in billion €				
	01.01.2014		15:14	01.01.2015		2013		14:13	2014	
	abs.	%	%	abs.	%	billion €	%	%	billion €	%
up to 199 sq m	5,240	14.4	-12.1	4,605	12.9	1.650	1.1	-6.1	1.550	1.0
200 to 399 sq m	2,815	7.7	-0.2	2,810	7.8	2.850	1.9	-1.8	2.800	1.8
400 to 799 sq m	3,415	9.4	-0.9	3,385	9.4	9.700	6.4	1.0	9.800	6.4
800 to 1499 sq m	4,410	12.1	-0.6	4,385	12.2	19.100	12.6	2.4	19.550	12.7
1500 to 2499 sq m	2,500	6.9	3.8	2,595	7.2	15.900	10.4	4.4	16.600	10.7
2500 to 4999 sq m	1,285	3.5	1.6	1,305	3.6	14.400	9.5	3.5	14.900	9.7
5000 s qm or more	695	1.9	-1.4	685	1.9	16.300	10.7	2.5	16.700	10.9
Discounters excl. Aldi	11,870	32.5	0.0	11,865	33.1	43.600	28.7	0.3	43.750	28.5
Aldi	4,250	11.6	0.0	4,250	11.9	28.500	18.7	-1.4	28.100	18.3
Total	**36,480**	**100.0**	**-1.6**	**35,885**	**100.0**	**152.000**	**100.0**	**1.2**	**153.750**	**100.0**

Selling space categories – excl. Aldi

	Number of stores					Sales in billion €				
	01.01.2014		15:14	01.01.2015		2013		14:13	2014	
	abs.	%	%	abs.	%	billion €	%	%	billion €	%
up to 199 sq m	5,240	16.3	-12.1	4,605	14.6	1.650	1.3	-6.1	1.550	1.2
200 to 399 sq m	2,815	8.7	-0.2	2,810	8.9	2.850	2.3	-1.8	2.800	2.2
400 to 799 sq m	3,415	10.6	-0.9	3,385	10.7	9.700	7.8	1.0	9.800	7.8
800 to 1499 sq m	4,410	13.7	-0.6	4,385	13.9	19.100	15.5	2.4	19.550	15.6
1500 to 2499 sq m	2,500	7.7	3.8	2,595	8.1	15.900	12.9	4.4	16.600	13.2
2500 to 4999 sq m	1,285	4.0	1.6	1,305	4.1	14.400	11.7	3.5	14.900	11.9
5000 s qm or more	695	2.2	-1.4	685	2.2	16.300	13.2	2.5	16.700	13.3
Discounters excl. Aldi	11,870	36.8	0.0	11,865	37.5	43.600	35.3	0.3	43.750	34.8
Total	**32,230**	**100.0**	**-1.8**	**31,635**	**100.0**	**123.500**	**100.0**	**1.7**	**125.650**	**100.0**

Total retail food trade – excl. Aldi

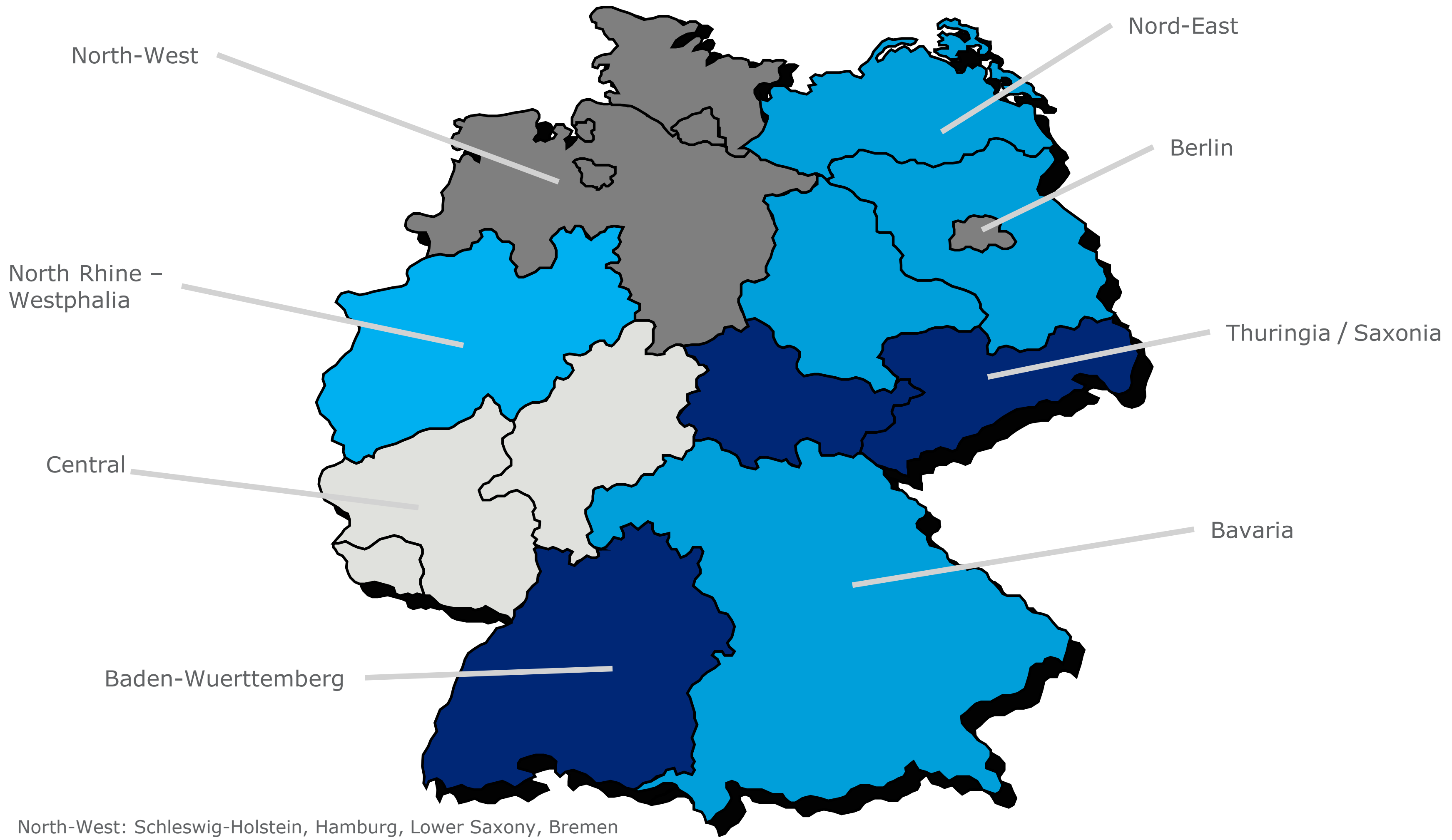


Regions – excl. Aldi

	Number of stores					Sales in billion €				
	01.01.2014		15:14	01.01.2015		2013		14:13	2014	
	abs.	%	%	abs.	%	billion €	%	%	billion €	%
North-West	5,125	15.9	-2.0	5,020	15.9	21.620	17.5	1.7	21.995	17.5
North Rhine-Westphalia	6,175	19.2	-2.0	6,050	19.1	25.550	20.7	1.7	25.995	20.7
Central	4,530	14.1	-1.8	4,450	14.1	16.795	13.6	1.8	17.090	13.6
Baden-Wuerttemberg	3,855	11.9	-1.0	3,815	12.1	16.180	13.1	1.7	16.460	13.1
Bavaria	5,340	16.6	-1.4	5,265	16.5	17.295	14.0	1.7	17.595	14.0
North-East	3,180	9.9	-1.9	3,120	9.9	10.860	8.8	1.7	11.050	8.8
Thuringia/Saxony	3,170	9.8	-3.2	3,070	9.7	10.120	8.2	1.7	10.295	8.2
Berlin	855	2.6	-1.2	845	2.7	5.080	4.1	1.8	5.170	4.1
Total Germany	**32,230**	**100.0**	**-1.8**	**31,635**	**100.0**	**123.500**	**100.0**	**1.7**	**125.650**	**100.0**

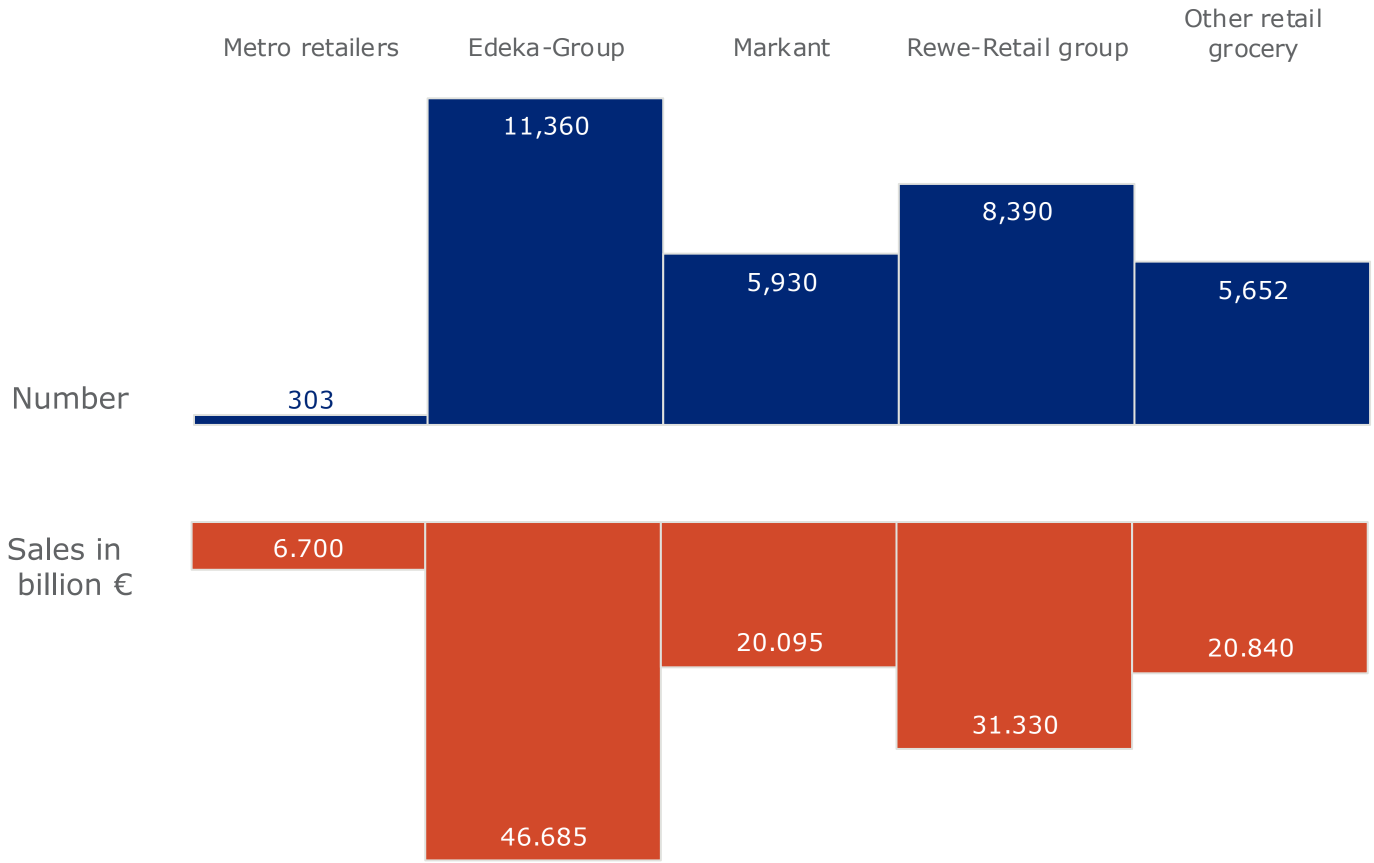
- North-West: Schleswig-Holstein, Hamburg, Lower Saxony, Bremen
- Central: Hesse, Rhineland-Palatinate, Saarland
- North-East: Mecklenburg-Western Pomerania, Brandenburg, Saxony-Anhalt

Regions



- North-West: Schleswig-Holstein, Hamburg, Lower Saxony, Bremen
- Central: Hesse, Rhineland-Palatinate, Saarland
- North-East: Mecklenburg-Western Pomerania, Brandenburg, Saxony-Anhalt

Key-Accounts – excl. Aldi, drugstores



Key-Accounts – excl. Aldi, drugstores

Average sales per store in million €	2014
Metro Retailers	22.11
Edeka-Group	4.11
• Retailers	4.72
• Affiliated companies/Cooperations	3.20
Markant	3.39
Rewe Retail Group	3.73
Other retail grocery	3.69
Total	**3.97**

Key-Accounts – excl. Aldi, drugstores

	Number of stores		Sales in billion €		Number of stores > 200 m²		Sales in billion €	
	01.01.2015		2014		01.01.2015		2014	
	abs.	%	billion €	%	abs.	%	billion €	%
Metro Retailers	303	1.0	6.700	5.3	303	1.1	6.700	5.4
Edeka-Group	11,360	35.9	46.685	37.2	9,515	35.3	45.920	37.0
• Retailers	6,825	21.6	32.185	25.6	4,980	18.5	31.420	25.3
• Affiliated companies/Coop.	4,535	14.3	14.500	11.6	4,535	16.8	14.500	11.7
Markant	5,930	18.7	20.095	16.0	4,170	15.4	19.595	15.8
Rewe Retail Group	8,390	26.5	31.330	24.9	7,850	29.0	31.170	25.1
Other retail grocery	5,652	17.9	20.840	16.6	5,192	19.2	20.735	16.7
Total	**31,635**	**100.0**	**125.650**	**100.0**	**27,030**	**100.0**	**124.120**	**100.0**

Key-Accounts – excl. Aldi, incl. drugstores

	Number of stores		Sales in billion €		Number of stores > 200 m²		Sales in billion €	
	01.01.2015		2014		01.01.2015		2014	
	abs.	%	billion €	%	abs.	%	billion €	%
Metro Retailers	303	0.8	6.700	4.8	303	1.0	6.700	4.9
Edeka-Group	11,360	31.6	46.685	33.4	9,515	30.4	45.920	33.2
• Retailers	6,825	19.0	32.185	23.0	4,980	15.9	31.420	22.7
• Affiliated companies/Coop.	4,535	12.6	14.500	10.4	4,535	14.5	14.500	10.5
Markant	10,195	28.4	34.245	24.5	8,435	27.0	33.745	24.4
Rewe Retail Group	8,390	23.4	31.330	22.4	7,850	25.0	31.170	22.5
Other retail grocery	5,652	15.8	20.840	14.9	5,192	16.6	20.735	15.0
Total	**35,900**	**100.0**	**139.800**	**100.0**	**31,295**	**100.0**	**138.270**	**100.0**
of which drugstores	4,265		14.150		4,265		14.150	

Metro Retailers – Definition and development

Definition

Stores with a product range consisting predominantly of grocery products and belonging to companies in the Metro Group.

Development

With currently 303 sales outlets, Metro Retailers account for sales of €6.7bn. In terms of average turnover, the group still ranks first among all key accounts with sales of €22.11m per store.

Back to Contents

Metro Retailers – Organizational Classification and sales channels

Company	Headquarters	Type	Sales channels
Real	Mönchengladbach	Hypermarkets	real,-
		Discounters	-
		Trad. Grocery Stores	-
		Drugstores	-

Edeka Group – Definition and development

Definition

Stores with a product range consisting mainly of food that are members of an Edeka cooperative or pass to account through the Edeka purchasing office.

Overall development

The Edeka Group in its entirety (Edeka Retailers, Edeka Affiliates/Cooperations) continues to rank first by a wide margin in the German retail food trade. The group‘s share of value sales is 37.2%.

Development of Edeka Retailers

Edeka Retailers are split into seven Edeka commercial companies (german abbreviation: EHG). The respective wholesale companies have merged. In this booklet Edeka Denmark and ADEG are integrated into these companies only for the sake of completeness.

With 6,825 grocery stores, Edeka retains its position as the second largest key-account group after the Rewe Group. Edeka tops the grocery class of trade with sales of €32.185bn and shows a share of 25.6%.

Edeka Group – Definition and development

Development of Edeka Affiliates and Cooperations

Frey and Kissel, both Netto South and Netto North are summarized in this key account group.

They add up to 4,535 stores representing value sales of €14.5bn.

Edeka Group – Organizational Classification

Company	Headquarters	Company	Headquarters
a) EHG Nord / Danmark		**e) EHG Südwest**	
Edeka Nord	Neumünster	Edeka Südwest	Offenburg
(Edeka Danmark)			
		f) EHG Nordbayern-Sachsen-Thüringen	
b) EHG Minden-Hannover			
Edeka Minden-Hannover	Minden	Edeka Nordbayern	Rottendorf
c) EHG Hessenring		**g) EHG Südbayern / ADEG**	
Edeka Hessenring	Melsungen	Edeka Südbayern	Gaimersheim
		Feneberg	Kempten
d) EHG Rhein-Ruhr		(ADEG)	
Edeka Rhein-Ruhr	Moers		

Edeka Group – Sales channels

Type	Sales channels
Hypermarkets	E-aktiv Markt E-Center E-Center Herkules Edeka E-Neukauf E-Reichelt Kaufmarkt Kupsch Marktkauf
Discounters	Diska NP Treff

Type	Sales channels
Trad. Grocery Stores	E-aktiv Markt Edeka E-neukauf Feneberg Kupsch Lüning Nah & Gut
Drugstores	-

Edeka Group – Organizational Classification and Sales channels

Company	Headquarters	Type	Sales channels
h) Edeka-Aff. Comp./Coop.		Hypermarkets	SBK
Frey & Kissel	Landau	Discounters	Netto
Netto Markendiscount	Maxhütte		
Netto Supermarkt	Stavenhagen	Trad. Grocery Stores	SBK compact
		Drugstore	-

Markant – Definition and development

Definition

Stores with a range of mostly grocery products as well as drugstores making their purchases through the Markant accounting office.

Development

The key account group Markant consists of 5,930 retail food stores, which attained sales of €20.1bn. With those figures Markant is the third largest key account group in terms of sales after Edeka and Rewe.

Among the activities of the companies organized in this group the continued expansion of Kaufland is particularly worth mentioning. Drugstore operators all charge via Markant.

Markant – Organizational Classification

Company	Headquarters	Company	Headquarters
Bartels-Langness	Kiel	Kaufland	Neckarsulm
Budnikowsky	Hamburg	Klaas & Kock	Gronau
Bünting	Leer	LHG Eibelstadt	Eibelstadt
Cames	Neuss	Lupus	Pforzheim
Citti	Kiel	Müller	Ulm
dm Werner	Karlsruhe	Okle	Singen
Giehl	Nistertal	Rossmann	Burgwedel
Globus	St. Wendel	Tegut	Fulda
Jibi	Bielefeld	Utz	Ochsenhausen
Kaes	Mauerstetten		
Kaiser's Tengelmann	Mülheim		

Markant – Sales Channels

Type	Sales channels	Type	Sales channels	Type	Sales channels
Hypermarkets	Citti	Discounters	-	Trad. Grocery Stores	Cames
	Coma				Ihre Kette
	Combi	Drugstores	Budnikowsky		K+K Markt
	Famila		dm		Kaiser's
	Globus		Kloppenburg		Markant
	Handelshof		Müller		Tegut
	Jibi Markt		Rossman		Tengelmann
	Kaiser's				Um's Eck
	Kaufland				
	K+K Markt				
	Markant				
	Minipreis				
	Tegut				
	Tengelmann				
	V-Markt				

Rewe Retail Group – Definition and development

Definition

Stores with a range consisting primarily of grocery products as well as drugstores operated and supplied by Rewe Zentral AG or other Rewe central offices.

Development

The Rewe Retail Group is the second largest group within the German Retail Food Trade after Edeka Group. Last year 8,390 outlet stores generated a sales volume of €31.33bn. This results in a share of 24.9% of the total retail food sales.

Since 2014 the former Toom SB warehouses are integrated as REWE Center into the Rewe Regions.

Back to Contents

Rewe Retail Group – Organizational classification and sales channels

Company	Headquarters	Type	Sales channels	Type	Sales channels
Brücken	Hagen	Hypermarkets	Hit	Discounters	Penny
Coop	Kiel		Kaufpark		
Dohle	Siegburg		Rewe	Trad. Grocery Stores	Rewe
Penny	Cologne		Rewe Center		Nahkauf
Petz	Wissen		Sky		
Rewe Dortmund	Dortmund		Wasgau		
Rewe Zentrale	Cologne			Drugstores	—
Wasgau	Pirmasens				

Other retail grocery stores – Definition and development

Definition

All other stores with a product range consisting mainly of groceries and not belonging to any of the key account groups described above.

Development

Both the number of stores (-4.2%) and sales value (-1.0%) decreased compared to the previous year.

At present the group consisting of other retail grocery stores comprises approximately 17.9% of all retail food stores. With sales of €20.84bn they account for 16.6% of total retail grocery sales.

Back to Contents

Other retail grocery stores – Organizational classification and sales channels

Company	Headquarters
KG Königs Wusterhausen	Königs Wusterhausen
KG Leipzig	Leipzig
KGV Magdeburg	Magdeburg
Konsum Altenburg	Altenburg
Konsum Dresden	Dresden
Lidl Discount	Neckarsulm
Norma	Nuremberg
Other (not affiliated)	

Type	Sales channels
Hypermarkets	AEZ
	Konsum Frische-Markt
	NEZ
Discounters	Lidl
	Norma
Trad. Grocery Stores	Konsum
	NEZ
Drugstores	—

Drugstores/Perfumeries and specialized retailers – Definitions

Drugstores/Perfumeries and Specialized Retailers: In this group are the traditional specialty trade, drugstores, and the drugstore and perfume departments of department stores.

Traditional Specialty Trade: The traditional specialty trade covers specialty perfumeries.

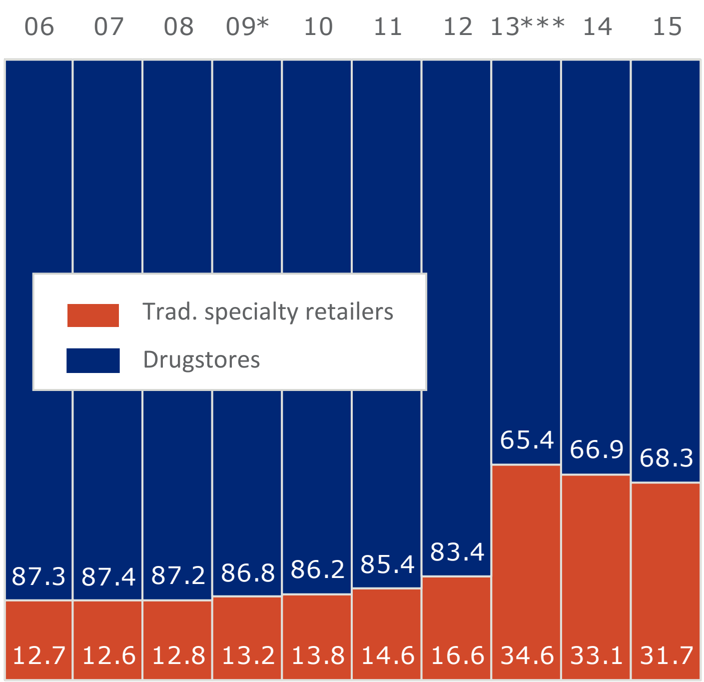
Specialty Perfumeries: Affiliated or non-affiliated stores with sales almost exclusively from the depot cosmetics area offering a marginal range of other products.

Discount Drugstores: Retail outlets carrying drugs and cosmetics as their core product range. As a rule, these stores operate on the discounter principle (limited, relatively low-price range), offering an easily handled fast-moving brand-name product range on a self-service basis.

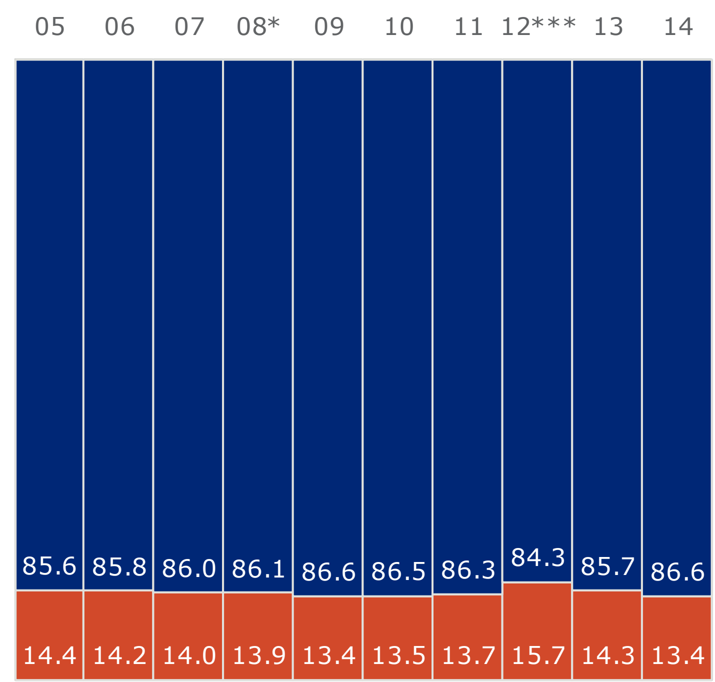
Drugstore and Perfumery Departments in Department Stores: Specialty perfumery and drugstore departments at Karstadt and Kaufhof.

Drugstores/Perfumeries and specialized retailers* – excl. Chain Department Stores

Number of stores in %



Sales share in % **



Ret. groc. trade

Number of stores	06	07	08	09*	10	11	12	13***	14	15
No.	16,100	16,370	16,290	15,890	15,015	14,045	12,290	5,890	6,005	6,245
Change in %		1.7	-0.5	-2.5	-5.5	-6.5	-12.5	-52.1	2.0	4.0

Sales	05	06	07	08*	09	10	11	12***	13	14
€ in bn	13.15	13.96	14.48	14.80	15.14	15.26	15.64	13.94	15.29	16.35
Change in %		6.2	3.7	2.2	2.3	0.8	2.5	-10.8	9.9	6.9

No. / € in bn

* since 01.01.2009 excl. specialty drugstores ** contains also online sales share *** Insolvency of Schlecker

Drugstores/Perfumeries and specialized retailers – Development

The Drug and Specialty Perfumery (since 01.01.2009 excl. specialty drugstores) sectors increased in value sales by 6.7% to €16.95bn versus year ago.

The number of discount drugstores increased by 250 stores to a total of 4,265 stores.

The discount drug stores increased their share of total drug and specialty perfumery (excl. department stores, since 01.01.2009 excl. specialty drugstores) to 68.3% (year ago 66.9%) and value share to 86.6 (year ago 85.7%).

Regional distribution of drugstores and specialty perfumeries (excl. chain department stores), by IRI regions:

• North-West	1,160
• North Rhine-Westphalia	1,410
• Central	835
• Baden-Wuerttemberg	790
• Bavaria	1,010
• North-East	415
• Thuringia/Saxonia	370
• Berlin	255
• Total	6,245

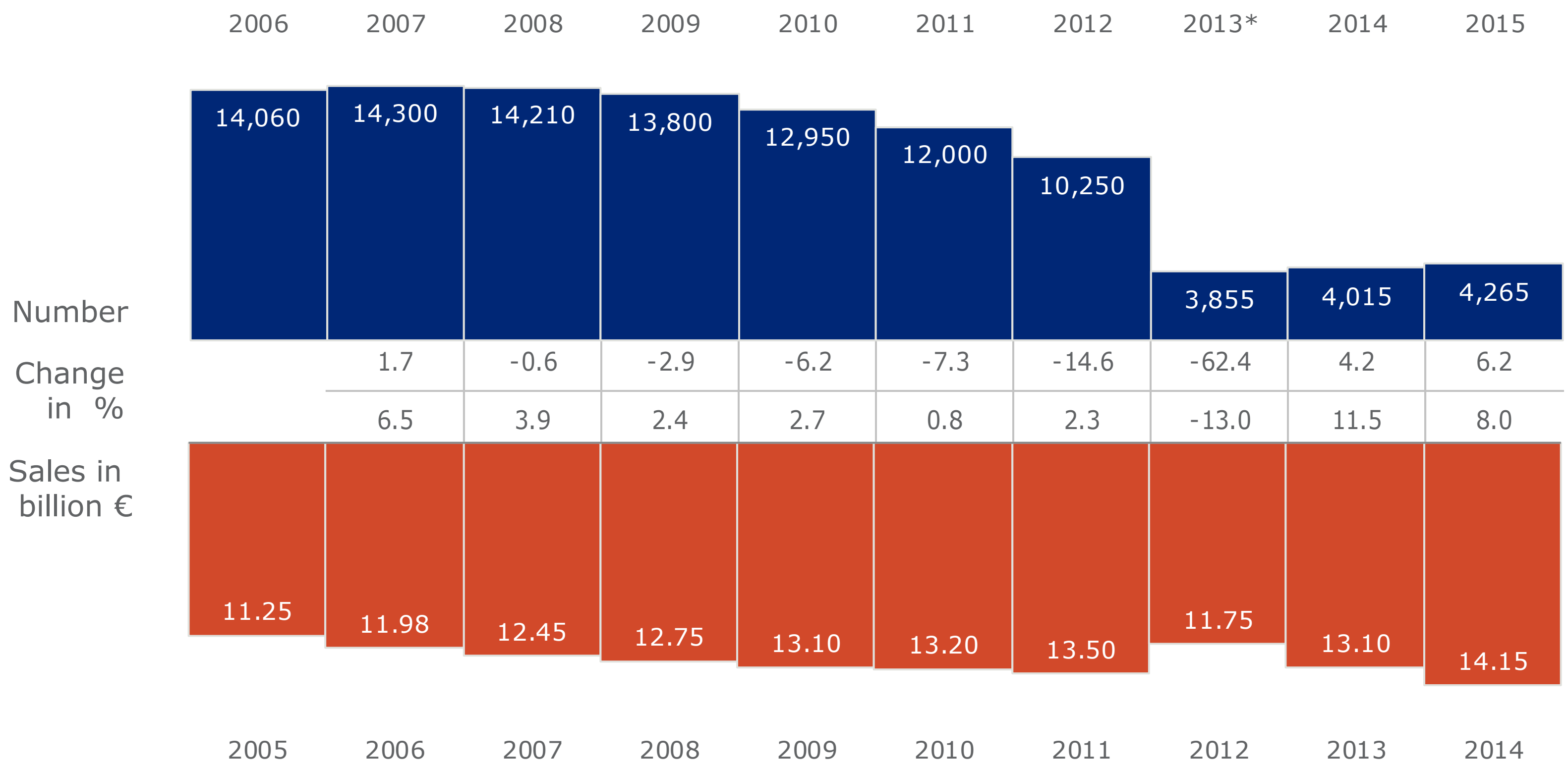
Drugstores/Perfumeries and specialized retailers

	Number of stores					Sales in billion €				
	01.01.2014		15:14	01.01.2015		2013		14:13	2014	
	abs.	%	%	abs.	%	billion €	%	%	billion €	%
Spec. Perfumeries	1,990	32.1	-0.5	1,980	30.8	2.190	13.8	0.2	2.195	13.0
Chain Department stores	190	3.1	-2.6	185	2.9	0.593	3.7	1.2	0.600	3.5
Drugstores	4,015	64.8	6.2	4,265	66.3	13.100	82.5	8.0	14.150	83.5
Total	**6,195**	**100.0**	**3.8**	**6,430**	**100.0**	**15.883**	**100.0**	**6.7**	**16.945**	**100.0**

Drugstores

	Number 01.01.2015	Sales 2014
	4,265	€14,15bn
	Shares in %	
dm	39	45
Rossmann (incl. Kloppenburg)	45	38
Müller	12	14
Budnikowsky	4	3

Drugstores



* Insolvency of Schlecker

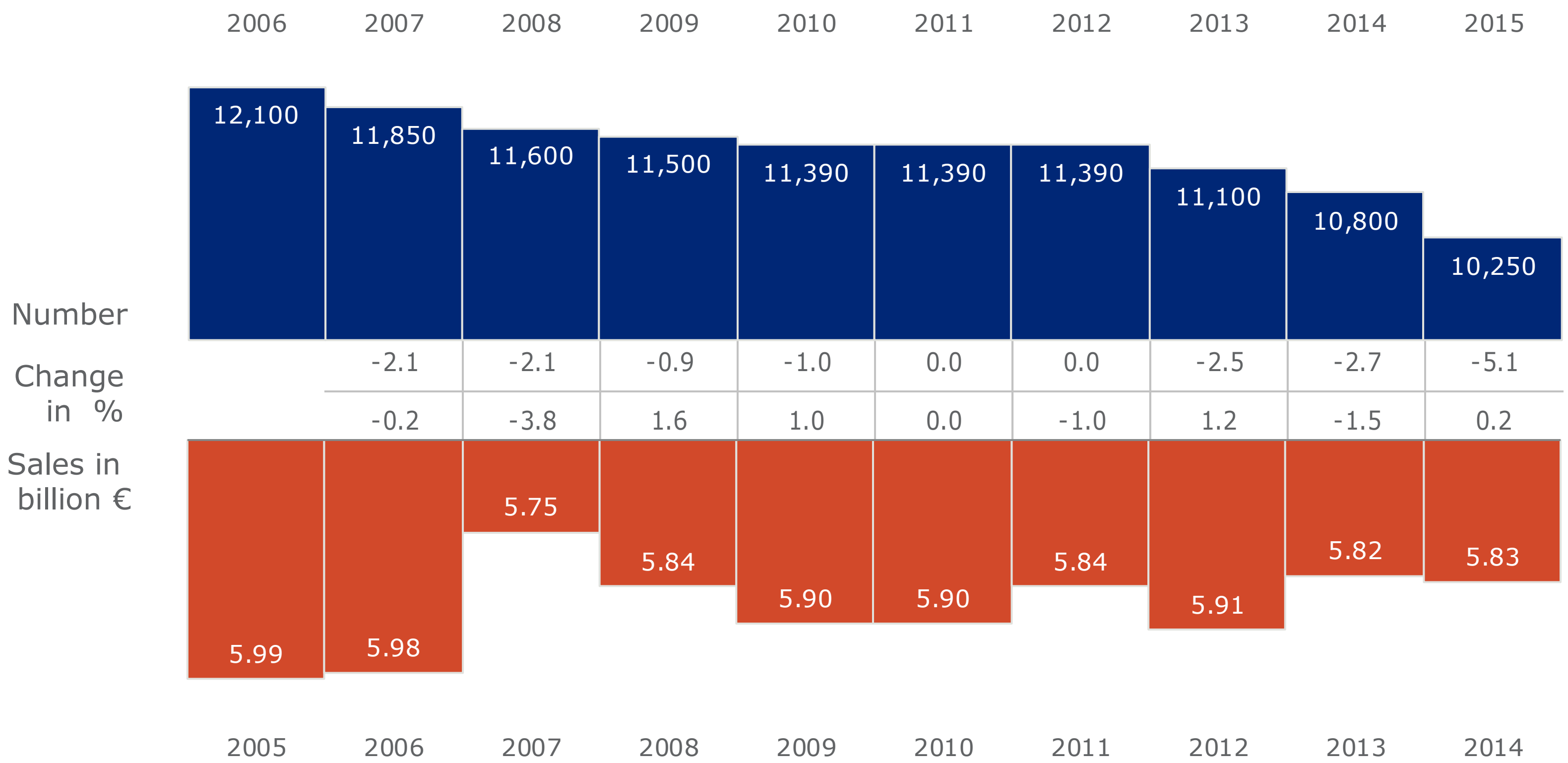
Store types – Total retail food trade and drugstores

	Number of stores					Sales in billion				
	01.01.2014		15:14	01.01.2015		2013		14:13	2014	
	abs.	%	%	abs.	%	billion €	%	%	billion €	%
Hypermarkets	8,890	22.0	0.9	8,970	22.3	65.70	39.8	3.1	67.75	40.4
Discounters	11,870	29.3	0.0	11,865	29.6	43.60	26.4	0.3	43.75	26.1
Trad. grocery stores	11,470	28.3	-5.8	10,800	26.9	14.20	8.6	-0.4	14.15	8.4
Aldi	4,250	10.5	0.0	4,250	10.6	28.50	17.3	-1.4	28.10	16.7
Drugstores	4,015	9.9	6.2	4,265	10.6	13.10	7.9	8.0	14.15	8.4
Total	**40,495**	**100.0**	**-0.9**	**40,150**	**100.0**	**165.10**	**100.0**	**1.7**	**167.90**	**100.0**

Department stores

* as from 2006: incl. Hertie (Karstadt Kompakt)
** as from 2010: excl. Hertie (Karstadt Kompakt) due to insolvency

Beverage specialty stores*



* Sales: Beer and Nonalcoholic beverages product categories

Beverage specialty stores – Regions

	Number of stores				
	01.01.2014		15:14	01.01.2015	
	abs.	%	%	abs.	%
North-West	1,040	9.6	-5.3	985	9.6
North Rhine-Westphalia	2,125	19.7	-4.9	2,020	19.7
Central	1,420	13.1	-4.9	1,350	13.2
Baden-Wuerttemberg	1,340	12.4	-5.2	1,270	12.4
Bavaria	2,320	21.5	-5.0	2,205	21.5
North-East	970	9.0	-5.2	920	9.0
Thuringia/Saxony	1,390	12.9	-5.4	1,315	12.8
Berlin	195	1.8	-5.1	185	1.8
Total Germany	**10,800**	**100.0**	**-5.1**	**10,250**	**100.0**

- North-West: Schleswig-Holstein, Hamburg, Lower Saxony, Bremen
- Central: Hesse, Rhineland-Palatinate, Saarland
- North-East: Mecklenburg-Western Pomerania, Brandenburg, Saxony-Anhalt

C&C Outlets


2006
2007
2008
2009
2010
2011
2012
2013
2014
2015
370
380
390
395
395
390
385
380
381
375
Number
Change
in %
2.7
2.6
1.3
0.0
-1.3
-1.3
-1.3
0.3
-1.6
0.0
-0.4
0.0
-5.7
-3.5
0.0
-0.9
0.0
-0.9
Sales in
billion €
12.25
12.25
12.20
12.20
11.50
11.10
11.10
11.00
11.00
10.90
2005
2006
2007
2008
2009
2010
2011
2012
2013
2014

Total market

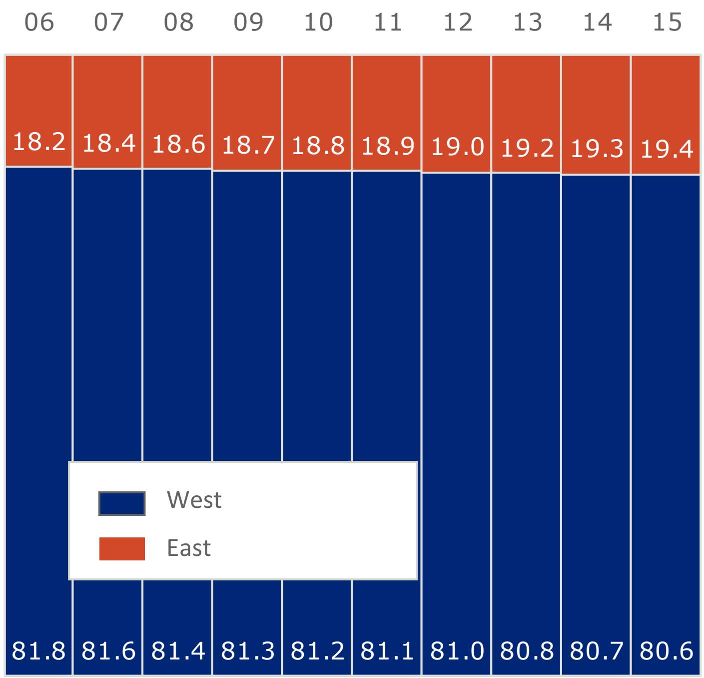
	Number of stores					Sales in billion €				
	01.01.2014		15:14	01.01.2015		2013		14:13	2014	
	abs.	%	%	abs.	%	billion €	%	%	billion €	%
Hypermarkets	8,890	16.5	0.9	8,970	16.9	65.700	35.8	3.1	67.750	36.4
Discounters	11,870	22.0	0.0	11,865	22.4	43.600	23.8	0.3	43.750	23.5
Aldi	4,250	7.9	0.0	4,250	8.0	28.500	15.5	-1.4	28.100	15.1
Trad. grocery stores	11,470	21.3	-5.8	10,800	20.4	14.200	7.7	-0.4	14.150	7.6
Drugstores/Perfumeries*	6,005	11.1	4.0	6,245	11.9	15.290	8.3	6.9	16.345	8.8
Chain department stores**	190	0.4	-2.6	185	0.3	1.770	1.0	-2.4	1.728	0.9
Beverage speciality stores	10,800	20.1	-5.1	10,250	19.4	5.820	3.2	0.2	5.832	3.1
C&C Outlets**	381	0.7	-1.6	375	0.7	8.550	4.7	-0.6	8.500	4.6
Total	**53,856**	**100.0**	**-1.7**	**52,940**	**100.0**	**183.430**	**100.0**	**1.5**	**186.155**	**100.0**

* specialty perfumeries and retail drugstores only (no specialty drugstores included)

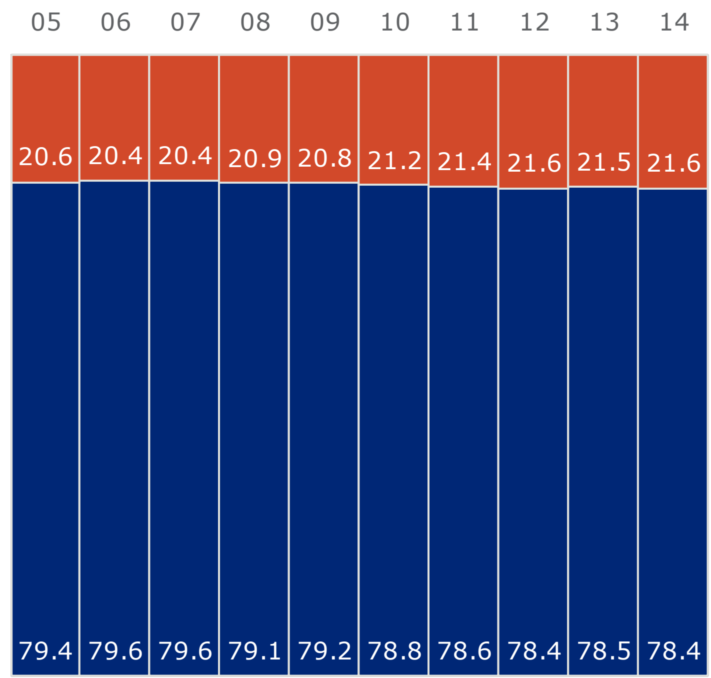
** Chain department stores and C&C Outlets **only grocery sales**

Pharmacies

Number of stores in %



Sales share in %



Ret. groc. trade

	06	07	08	09	10	11	12	13	14	15
No.	21,440	21,515	21,579	21,581	21,576	21,481	21,333	21,181	20,963	20,902
Change in %		0.3	0.3	0.0	0.0	-0.4	-0.7	-0.7	-1.0	-0.3

	05	06	07	08	09	10	11	12	13	14
€ in bn	33.92	34.30	35.70	36.30	37.00	37.80	38.70	39.80	41.80	43.90
Change in %		1.1	4.1	1.7	1.9	2.2	2.4	2.8	5.0	5.0

Source: IMS Health, Frankfurt / Main

Back to Contents

Pet stores – Definition

Retail outlets which offer pet supplies such as pet food, accessories and also live animals.

Pet stores include multiple stores, that is pet supply retailers with at least four branch stores and independent supply retailers with selling space of over 300 sq m.

	Number of stores					Sales in billion €				
	01.01.2014		15:14	01.01.2015		2013		14:13	2014	
	abs.	%	%	abs.	%	billion €	%	%	billion €	%
Freßnapf	835	56.3	3.0	860	58.3	1.011	65.3	4.2	1.053	66.0
Futterhaus	272	18.4	-2.6	265	18.0	0.240	15.5	4.0	0.250	15.6
Petstores (excl. Freßnapf, Futterhaus)	375	25.3	-6.7	350	23.7	0.298	19.2	-2.0	0.292	18.4
Total	**1,482**	**100.0**	**-0.5**	**1,475**	**100.0**	**1.549**	**100.0**	**2.9**	**1.595**	**100.0**

Do-It-Yourself stores/Garden centers – Definition and development

Do-It-Yourself stores

Retail outlets with a covered surface size of 1,000 sq m or more and having their own cash registers and selling primarily to private consumers. These retail outlets carry a wide range of products for the Do-It-Yourself market.

Garden centers

Retail outlets with surface size of 400 sq m or more whose turnover results mostly from the sale of garden tools and supplies (incl. fertilizer and pesticide). The outlet must have at least one own cash register.

Number of stores per 01.01.2015:

• Do-it-yourself stores	2,130
• Garden centers	370

Gas stations – Definition

Point of sale for petrol and lubricants that are owned and operated by either oil companies or independents, that

- are supplied regularly by distributors,
- have a walk in shop and which …

Street gas stations

… are located on public streets (but not next to a motorway).

Interstate gas stations

... are located next to a motorway.

Truck stops

… are located in the immediate catchment area of the motorway but not next to a housing area. They have free access and parking places for trucks.

Gas stations

	Number of stores *					Sales**
	01.01.2014		15:14	01.01.2015		14:13
	abs.	%	%	abs.	%	%
Street gas stations	9,310	95.7	-0.1	9,300	95.6	0.1
• Aral	2,240	23.0	-0.2	2,235	23.0	0.5
• Shell	1,950	20.0	-3.1	1,890	19.4	-1.7
• Esso	1,020	10.5	-1.5	1,005	10.3	-2.5
• Jet	575	5.9	1.7	585	6.0	0.6
• Orlen/Star	555	5.7	0.9	560	5.8	3.0
• Westfalen	240	2.5	2.1	245	2.5	3.8
• Other street gas stations	2,730	28.1	1.8	2,780	28.6	1.5
BAB-Gas station (motorway)	420	4.3	1.2	425	4.4	1.0
Total	**9,730**	**100.0**	**-0.1**	**9,725**	**100.0**	**0.2**

* Basis: Number of gas stations with stores (incl. truck stops und motorway service areas, interstate gas stations, excl. brand-independent gas stations)
** Only grocery sales

Street gas stations – Regions

	Number of stores *					Sales**
	01.01.2014		15:14	01.01.2015		14:13
	abs.	%	%	abs.	%	%
North-West	1,455	15.6	-0.7	1,445	15.5	-0.1
North Rhine-Westphalia	2,070	22.2	0.0	2,070	22.3	0.3
Central	1,265	13.6	-0.4	1,260	13.5	-0.1
Baden-Wuerttemberg	1,260	13.5	0.0	1,260	13.6	0.1
Bavaria	1,660	17.8	0.3	1,665	17.9	0.0
North-East	705	7.6	-0.7	700	7.5	0.0
Thuringia/Saxony	660	7.1	0.8	665	7.2	0.4
Berlin	235	2.6	0.0	235	2.5	0.2
Total Germany	**9,310**	**100.0**	**-0.1**	**9,300**	**100.0**	**0.1**
• West	7,710	82.8		7,700	82.8	
• East	1,600	17.2		1,600	17.2	

* Basis: Number of gas stations with stores (incl. truck stops und motorway service areas, interstate gas stations, excl. brand-independent gas stations)
** Only grocery sales

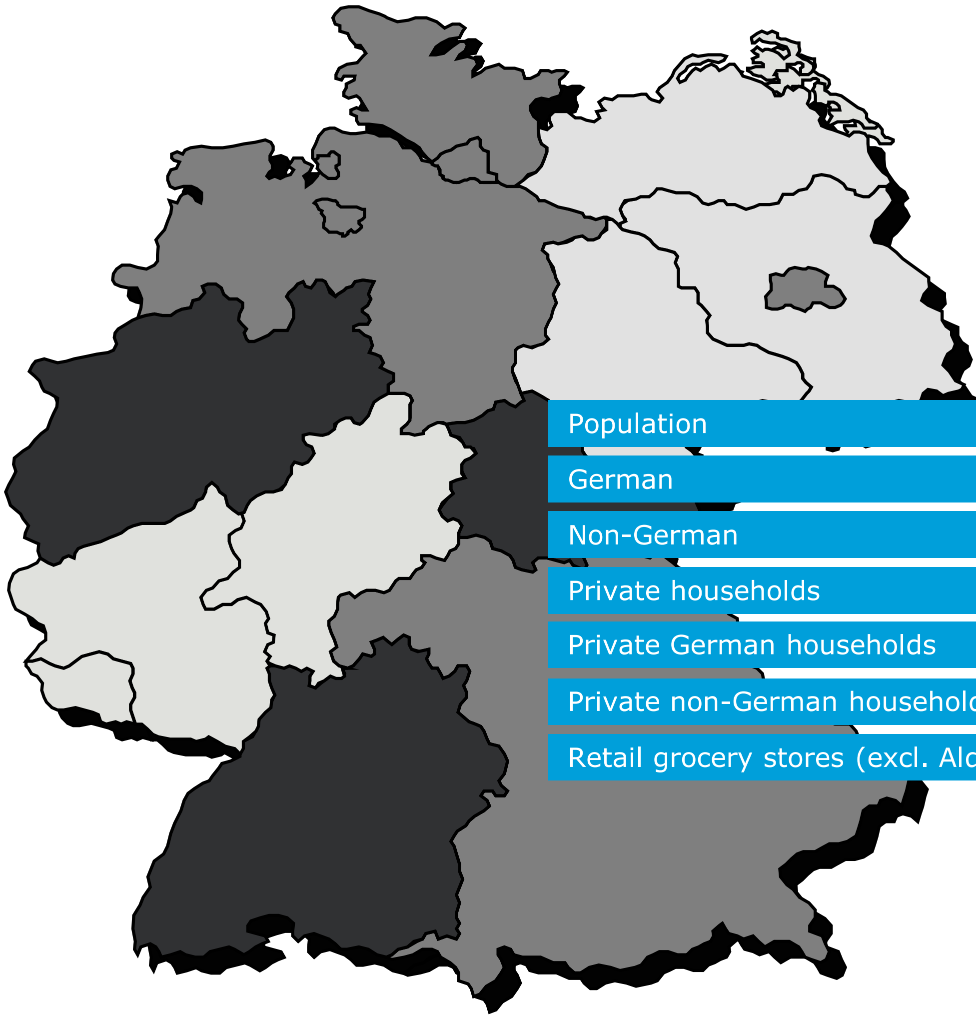
- North-West: Schleswig-Holstein, Hamburg, Lower Saxony, Bremen
- Central: Hesse, Rhineland-Palatinate, Saarland
- North-East: Mecklenburg-Western Pomerania, Brandenburg, Saxony-Anhalt

Products and services of IRI

InfoScan	
Classic retail grocery stores	Beverage Speciality Stores
· Stores up to 199 m²	C&C Outlets
· Hypermarkets 200—799 m²	Pet shops
· Hypermarkets	Do-it-yourself stores
· Discounters	Garden centers
· Brand-Name Discounters	Kiosks, Snack-Bars
· Classic Discounters (Aldi, Norma, Lidl)	Gas stations
Drugstores	
Chain Department stores	
Speciality perfumeries	

Markets	
Nonalcoholic beverages	Fragrance/Cosmetics
Beer	Bodycare
Spirits/Sparkling Wine/Wine	OTC
Hot beverages	Detergents, Cleansers and Cleaning Agents
Sweets/Confectionary/Long-Lasting Baked Goods	Petfood
Chilled Food	
Food	

Basic data – Germany



Population	81.0 M.
German	73.7 M.
Non-German	7.3 M.
Private households	40.32 M.
Private German households	36.96 M.
Private non-German households	3.36 M.
Retail grocery stores (excl. Aldi)	31,635

Population/Households: GfK-Prognosis 01.01.2015

Basic data – Germany

	Population			Area	Inhabitants
	in thousands	in million	percentage	in sq km	per sq km
North-West	13,063	13.1	16.1	64,588	202
North Rhine-Westphalia	17,614	17.6	21.7	34,110	516
Central	11,079	11.1	13.7	43,538	254
Baden-Wuerttemberg	10,703	10.7	13.2	35,751	299
Bavaria	12,676	12.7	15.6	70,550	180
North-East	6,291	6.3	7.8	73,318	86
Thuringia/Saxony	6,205	6.2	7.6	34,593	179
Berlin	3,453	3.5	4.3	892	3,872
Total Germany	**81,084**	**81.1**	**100.0**	**357,340**	**227**
• West	65,135	65.1	80.3	248,538	262
• East	15,949	15.9	19.7	108,802	147

- North-West: Schleswig-Holstein, Hamburg, Lower Saxony, Bremen
- Central: Hesse, Rhineland-Palatinate, Saarland
- North-East: Mecklenburg-Western Pomerania, Brandenburg, Saxony-Anhalt

Source: Own calculation based on official statistics: : Statistisches Bundesamt, Wiesbaden 2015

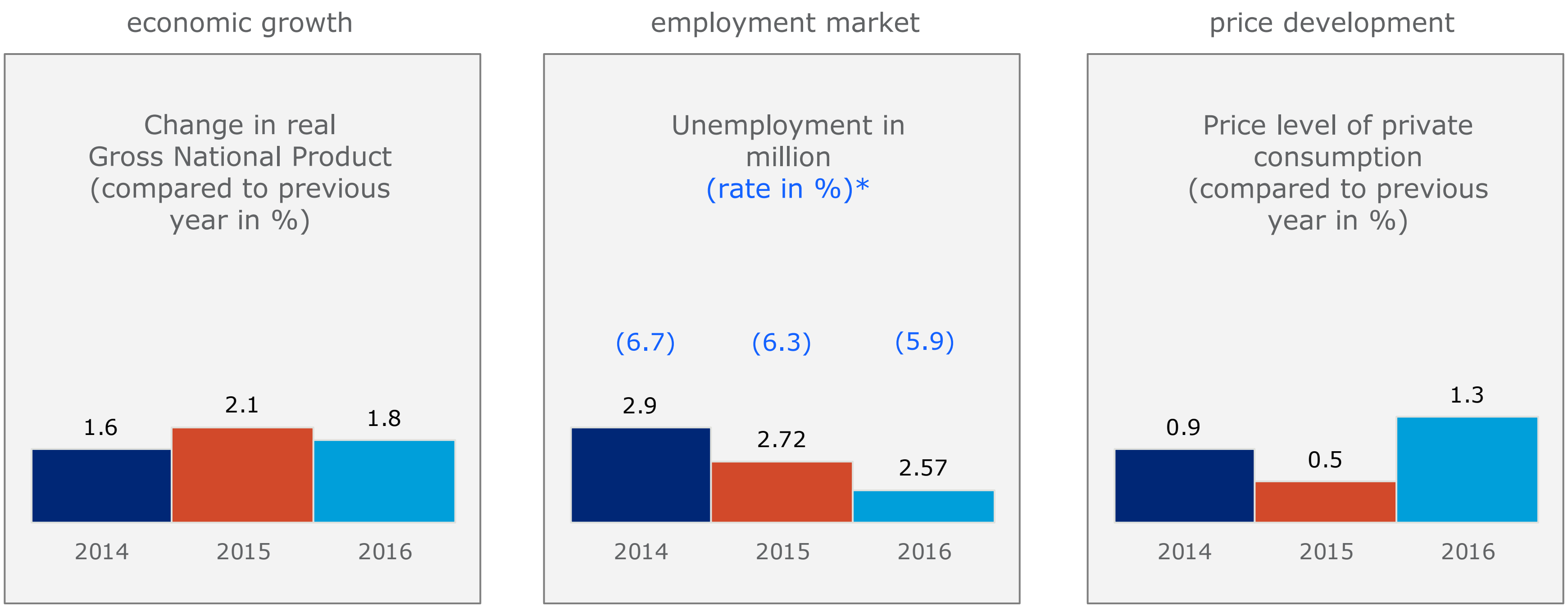
Basic data – Germany

	Number of stores		Sales in billion €		Population		Inhabitants per store	Stores per 1000 Inh.
	abs.	%	billion €	%	in thousands	%		
North-West	5,020	15.9	21.995	17.5	13,063	16.1	2,602	0.38
North Rhine-Westphalia	6,050	19.1	25.995	20.7	17,614	21.7	2,911	0.34
Central	4,450	14.1	17.090	13.6	11,079	13.7	2,490	0.40
Baden-Wuerttemberg	3,815	12.1	16.460	13.1	10,703	13.2	2,806	0.36
Bavaria	5,265	16.6	17.595	14.0	12,676	15.6	2,408	0.42
North-East	3,120	9.8	11.050	8.8	6,291	7.8	2,016	0.50
Thuringia/Saxony	3,070	9.7	10.295	8.2	6,205	7.6	2,021	0.49
Berlin	845	2.7	5.170	4.1	3,453	4.3	4,086	0.24
Total Germany	**31,635**	**100.0**	**125.650**	**100.0**	**81,084**	**100.0**	**2,563**	**0.39**
• West	24,600	77.8	99.135	78.9	65,135	80.3	2,648	0.38
• East	7,035	22.2	26.515	21.1	15,949	19.7	2,267	0.44

- North-West: Schleswig-Holstein, Hamburg, Lower Saxony, Bremen
- Central: Hesse, Rhineland-Palatinate, Saarland
- North-East: Mecklenburg-Western Pomerania, Brandenburg, Saxony-Anhalt

Source: Own calculation based on official statistics: : Statistisches Bundesamt, Wiesbaden 2015

Economic key data – Germany



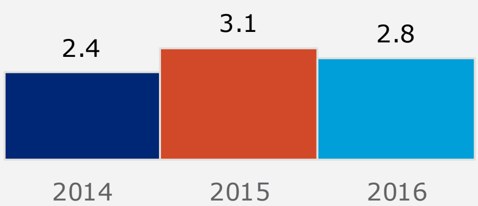
* Share of unemployed compared to domestic employable persons (residency concept)

Source: Projektgruppe „Gemeinschaftsdiagnose" Joint Economic Forecast Spring Report 2015; (as of: 14.04.2015)

Economic key data – Germany

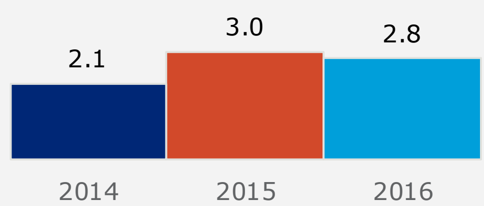
income

Nominal change in disposable income (compared to previous year in %)



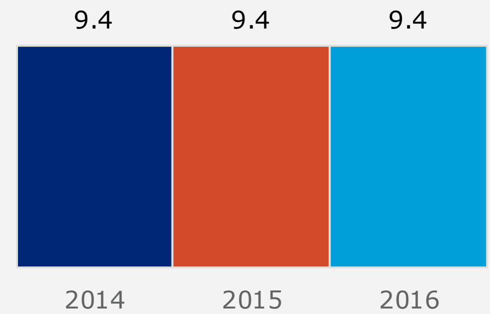
private consumption

Nominal change in private consumption (compared to previous year in %)



private savings

Share (in %) of private savings in disposable income (savings rate)



Source: Projektgruppe „Gemeinschaftsdiagnose“ Joint Economic Forecast Spring Report 2015; (as of: 14.04.2015)

Closing Contact / Information Slide

FOR MORE INFORMATION

Anja Liebkopf
Expert, Measurement Science
anja.liebkopf@IRIworldwide.com
+49 (0) 911 88182 255

Maksim Negorozhin
Specialist, Measurement Science
maksim.negorozhin@IRIworldwide.com
+49 (0) 911 88182 189

ABOUT IRI

IRI is a leader in delivering powerful market and shopper information, predictive analysis and the foresight that leads to action. We go beyond the data to ignite extraordinary growth for our clients in the CPG, retail and over-the-counter healthcare industries by pinpointing what matters and illuminating how it can impact their businesses across sales and marketing. Move your business forward at **www.IRIworldwide.de**

IRI Information Resources GmbH
Gladbecker Straße 1
40472 Düsseldorf