Universes 2016

Germany

Updated: September 2016

IRi
Growth delivered.

Contents

Contents

Introduction

This Universes 2016 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 2015/2016 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

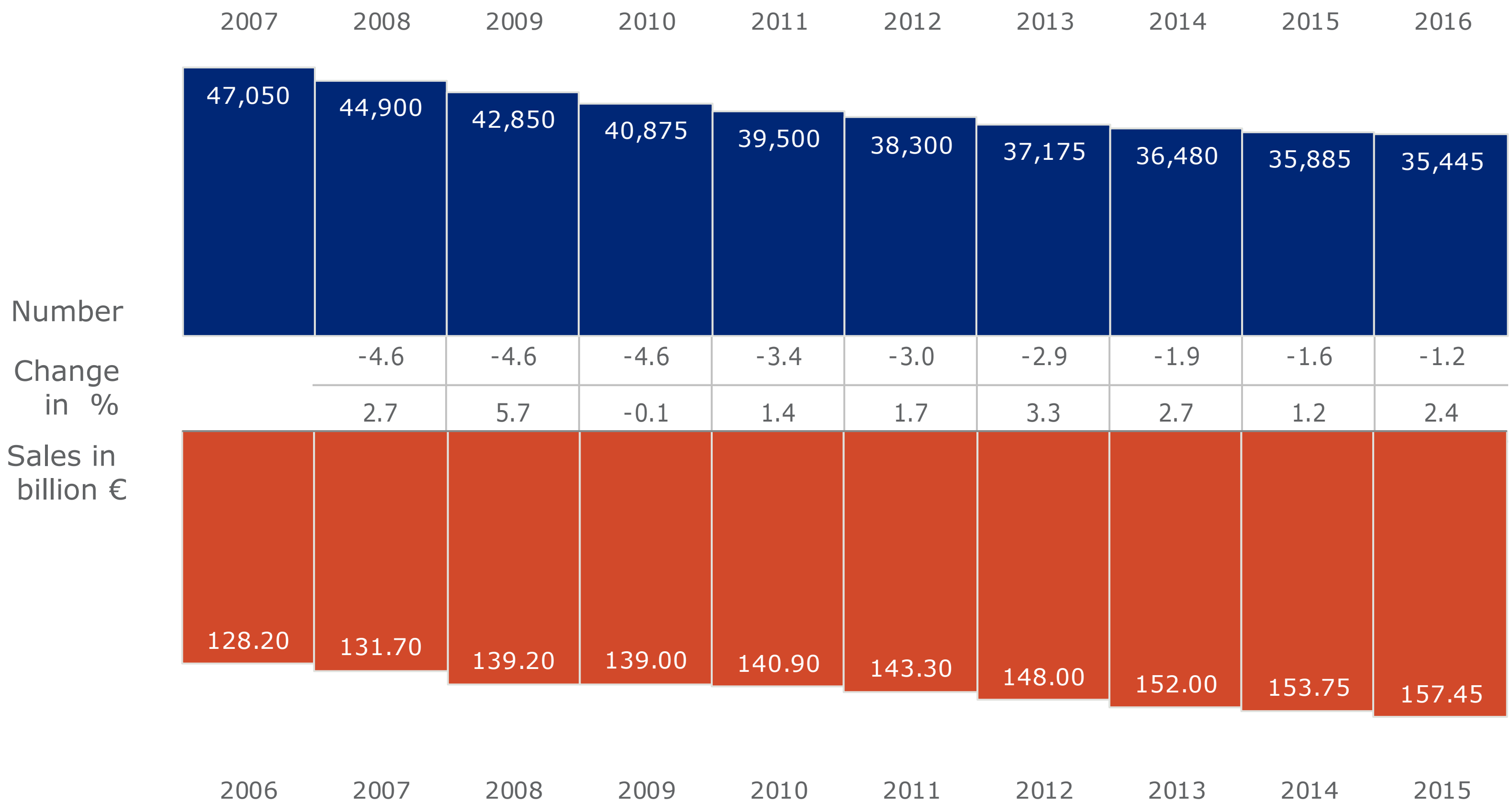
Value sales in the grocery class of trade (incl. Aldi) increased by 2.4% to €157.45bn in 2015.

The number of stores in Germany continues to decline; in total, the number of stores decreased by 1.2%. 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 2015, Germany had a total of 35,445 grocery stores with Aldi itself ending the year with a total of 4,230 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)

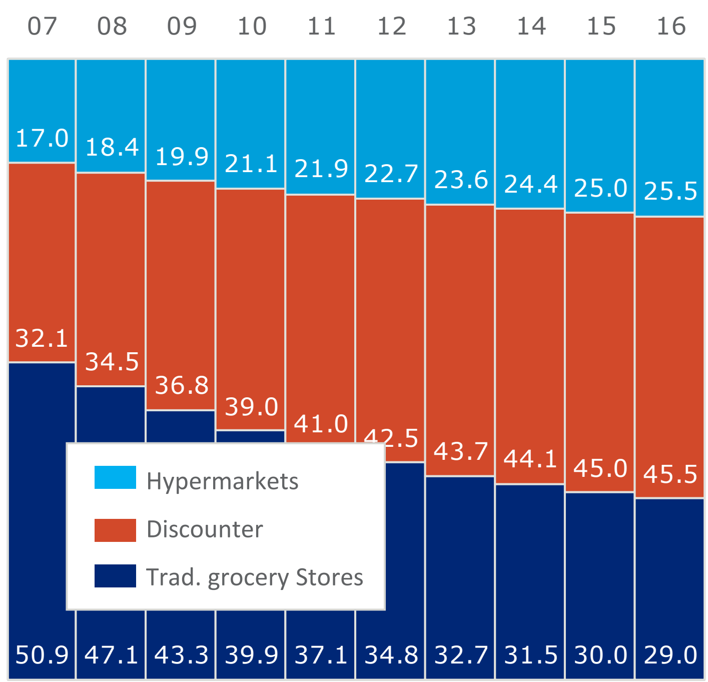
Discounters are self-service stores carrying mainly groceries in a limited range with emphasis on low prices. They have only basic furnishing and central check-outs. The most important representatives of this type of stores are Aldi, Lidl, Netto, Norma, Penny.

Traditional grocery stores

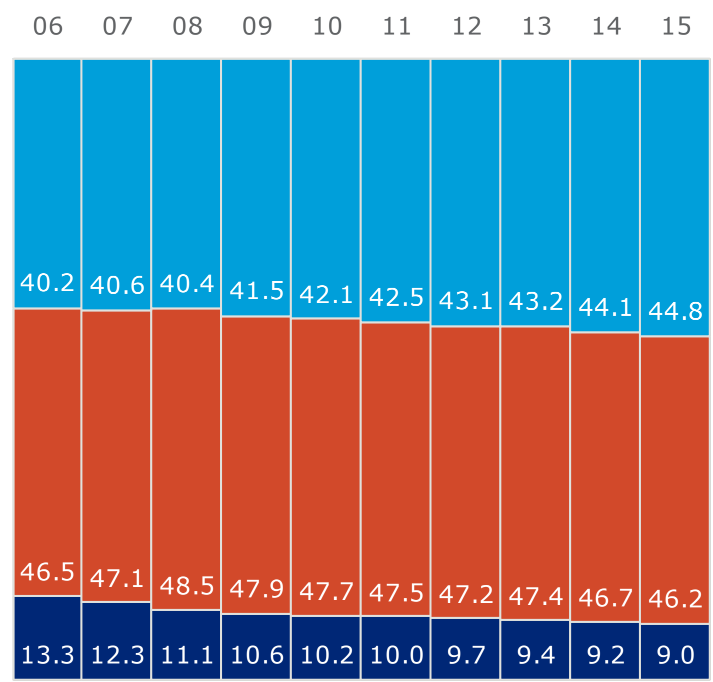
Outlets of the traditional retail food trade are stores with a range of goods consisting mainly of groceries. Stores of this type are neither hypermarkets nor discounters. Specialty shops offering groceries on the side are excluded (e.g. bakeries, confectioneries etc.).

Store types – incl. Aldi

Number of stores in %



Sales share in %



Ret. groc. trade No. / € in bn	07	08	09	10	11	12	13	14	15	16
No.	47,050	44,900	42,850	40,875	39,500	38,300	37,175	36,480	35,885	35,445
Change in %		-4.6	-4.6	-4.6	-3.4	-3.0	-2.9	-1.9	-1.6	-1.2

Ret. groc. trade No. / € in bn	06	07	08	09	10	11	12	13	14	15
€ in bn	128.20	131.70	139.20	139.00	140.90	143.30	148.00	152.00	153.75	157.45
Change in %		2.7	5.7	-0.1	1.4	1.7	3.3	2.7	1.2	2.4

Hypermarkets – Development

Hypermarkets were among the winners in Total Grocery in 2015 again.

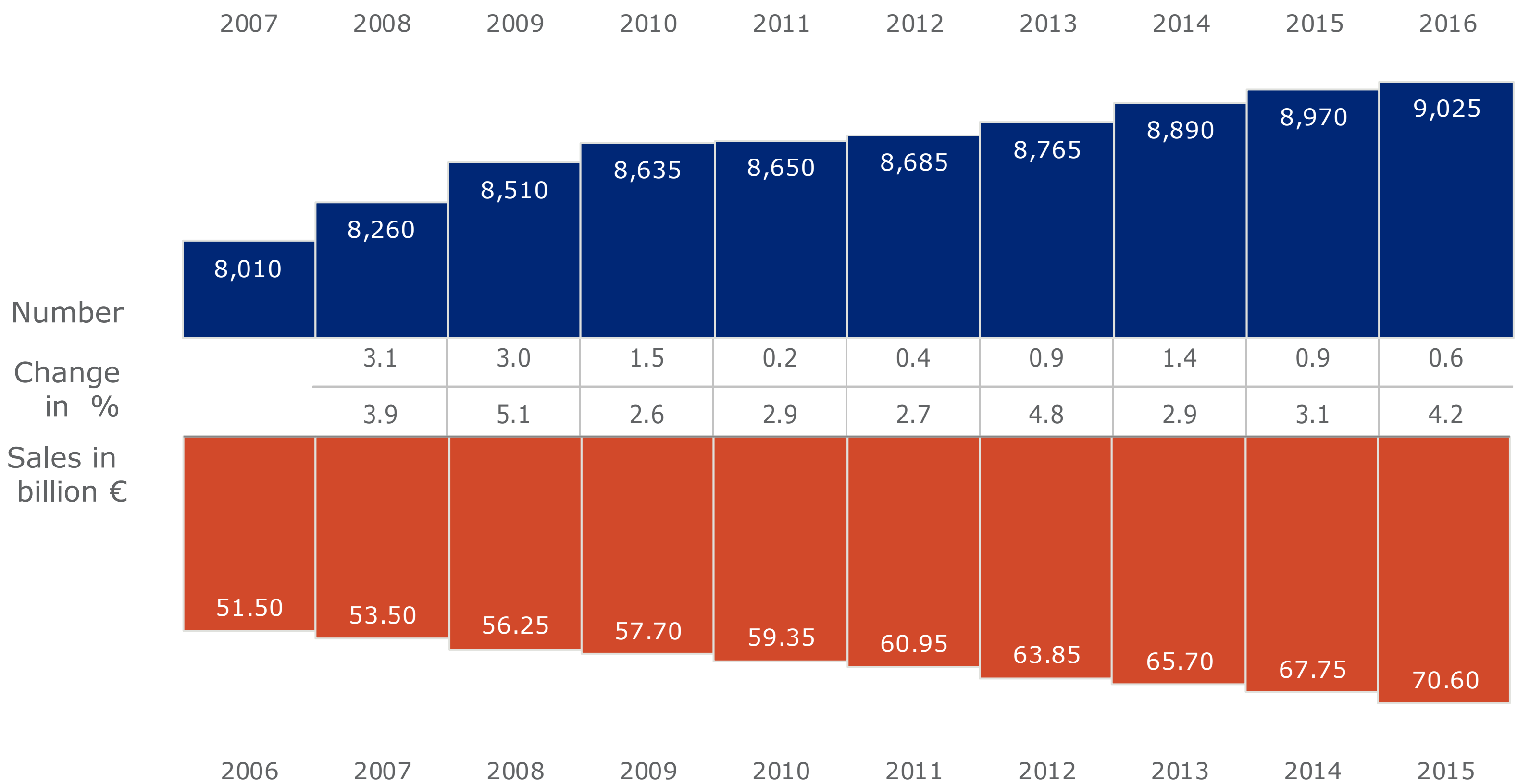
Due to the openings and selling space expansions the number of stores increased to 9,025. Nevertheless, it should be noted that 53.3% of the hypermarkets sales volume is generated by the smaller markets (selling spaces ranging from 800 to 1,499 sq m or from 1,500 to 2,499 sq m), which account for 77.7% of all hypermarkets.

Value sales increased to €70.60bn in 2015; hence the average turnover for hypermarkets slightly increased to €7.82m as well.

Regional distribution of hypermarkets at the end of 2015, by IRI regions:

• North-West	1,725	(0.0%)
• North Rhine-Westphalia	1,850	(+ 0.3%)
• Central	1,335	(+ 0.8%)
• South	2,555	(+ 1.4%)
• East	1,560	(+ 0.3%)
• Total:	9,025	(+ 0.6%)

Hypermarkets



Discounters – Development incl. Aldi

Discounters – positive performance in 2015

The number of stores remains virtually unchanged. Value sales increased by 1.3% to €72.75bn.

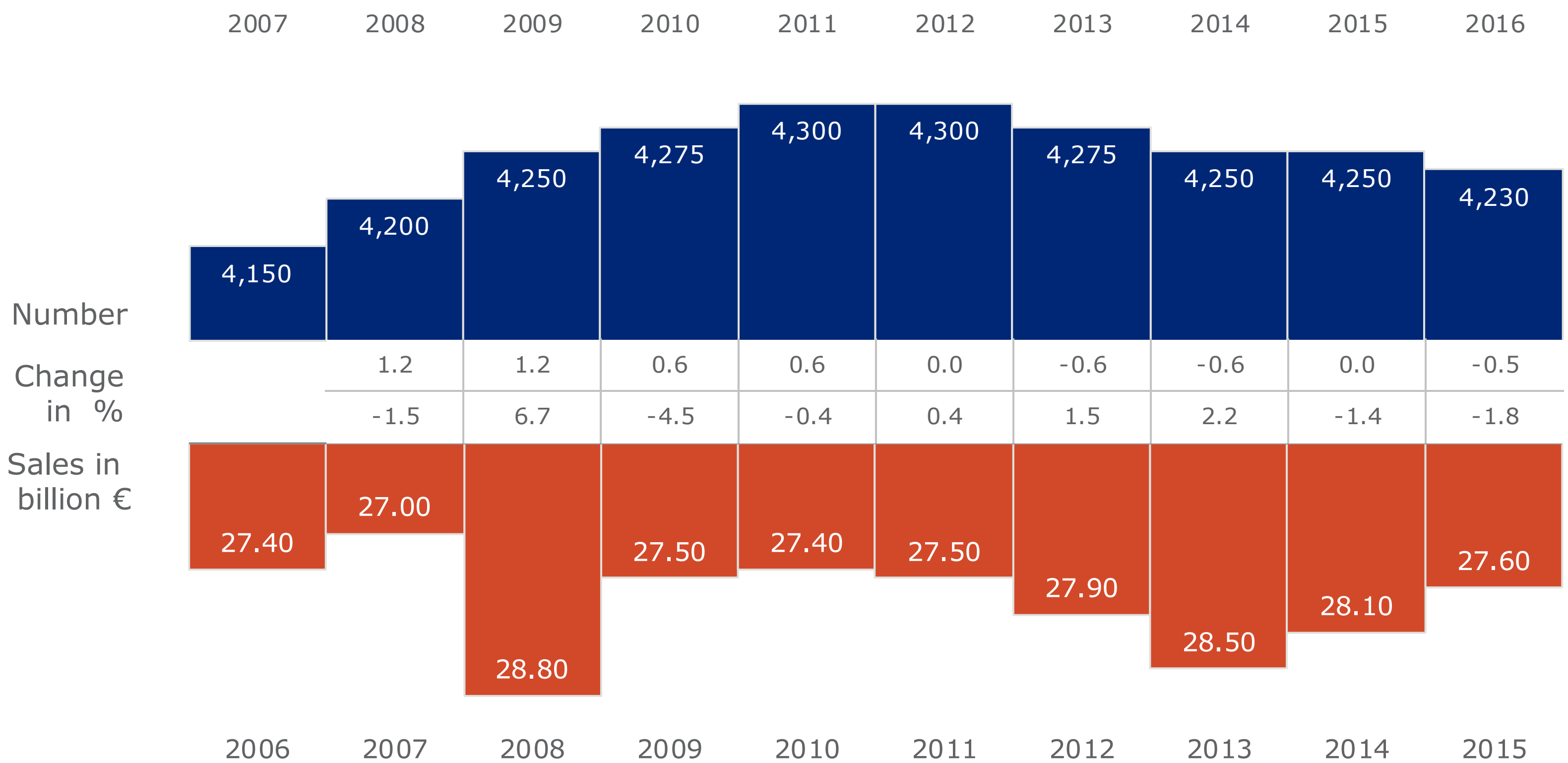
In 2015 this store type represents a value share of 46.2% of total grocery, which puts discounters even ahead of traditional grocery.

When Aldi is not included, discounters nowadays represent 28.7% of the total grocery value sales in Germany (€157.45bn).

Regional distribution of discounters (incl. Aldi) at the end of 2015, East vs West:

• West	11,995	(+ 0.4%)
• East	4,135	(– 0.7%)
• Total	16,130	(+ 0.1%)

Aldi



* co-operation partner GfK: FOOD-Sales exclusively

Discounters – excl. Aldi

Discounters

Company	Name	Discounters incl. Aldi: Number 01.01.2016	Discounters incl. Aldi: Sales 2015	Discounters excl. Aldi: Number 01.01.2016	Discounters excl. Aldi: Sales 2015
		16,130	**72.75**	**11,900**	**45.15**
		Share in %		Share in %	
Classic Discounters					
Aldi	Aldi	26	38		
Lidl & Schwarz	Lidl	20	24	27	38
Norma	Norma	8	5	11	9
Brand Name Discounters					
Penny	Penny	13	11	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

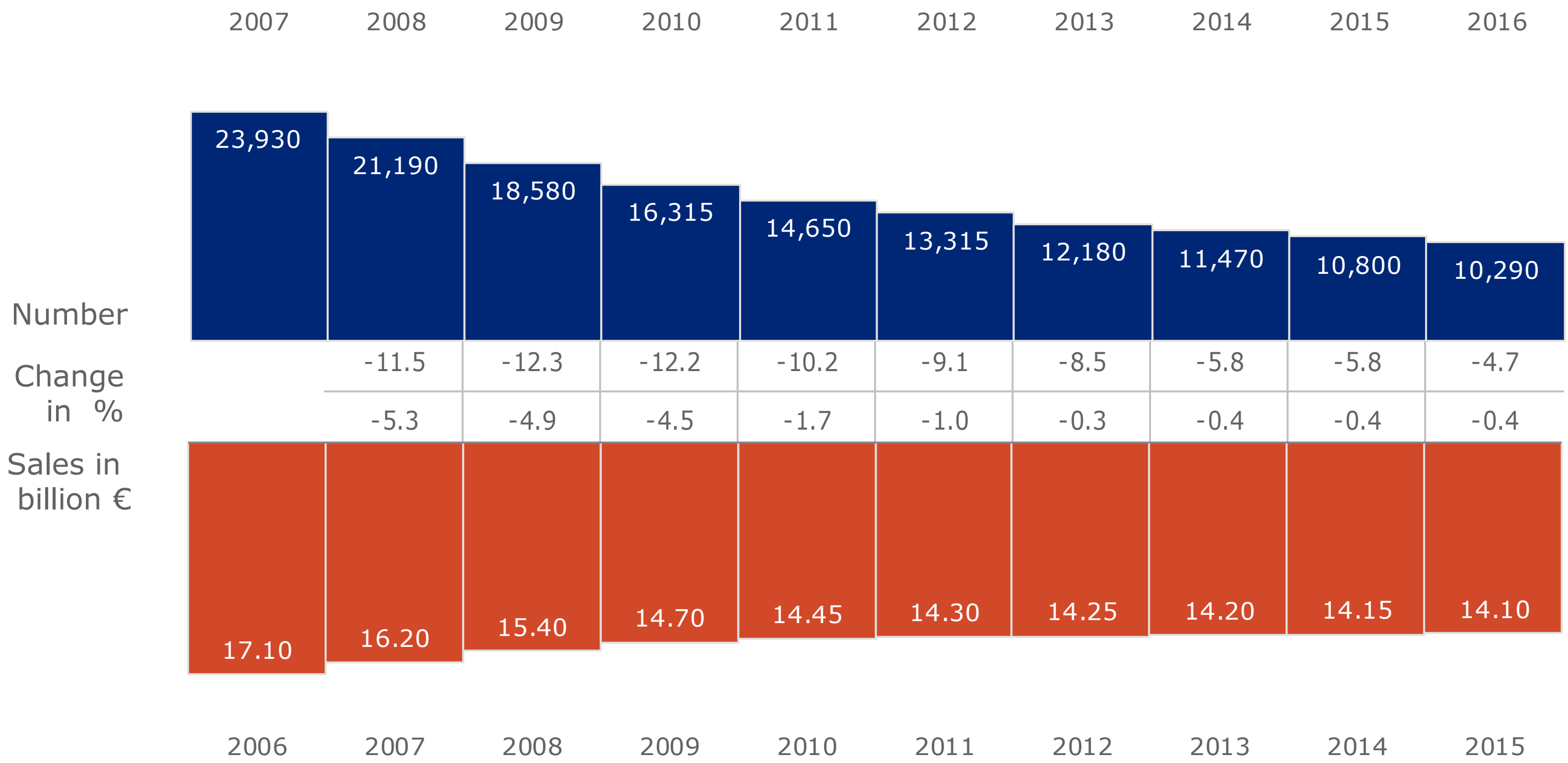
The number of traditional grocery stores in all surface size classes (up to 199 sq m, 200 to 399 sq m and 400 to 799 sq m) declined. The number of stores in the largest category (up to 199 sq m) decreased by 7.5 %.

The entire traditional grocery store category again suffered losses in value sales in 2015. Sales fell by 0.4% to €14.10bn. Traditional grocery stores thus account for only 10.8% of total retail grocery sales (excl. Aldi).

Regional distribution of traditional grocery stores at the end of 2015, East vs West:

• West	8,270	(– 4.7%)
• East	2,020	(– 4.7%)
• Total	10,290	(– 4.7%)

Traditional grocery stores



Store types – excl. Drugstores

	Number of stores					Sales in billion				
	01.01.2015		16:15	01.01.2016		2014		15:14	2015	
	abs.	%	%	abs.	%	billion €	%	%	billion €	%
Hypermarkets	8,970	28.4	0.6	9,025	28.9	67.75	53.9	4.2	70.62	54.4
Discounters	11,865	37.5	0.3	11,900	38.1	43.75	34.8	3.2	45.15	34.8
Traditional grocery stores	10,800	34.1	-4.7	10,290	33.0	14.15	11.3	-0.5	14.08	10.8
Total	**31,635**	**100.0**	**-1.3**	**31,215**	**100.0**	**125.65**	**100.0**	**3.3**	**129.85**	**100.0**
Aldi	4,250		-0.5	4,230		28.10		-1.8	27.60	

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).

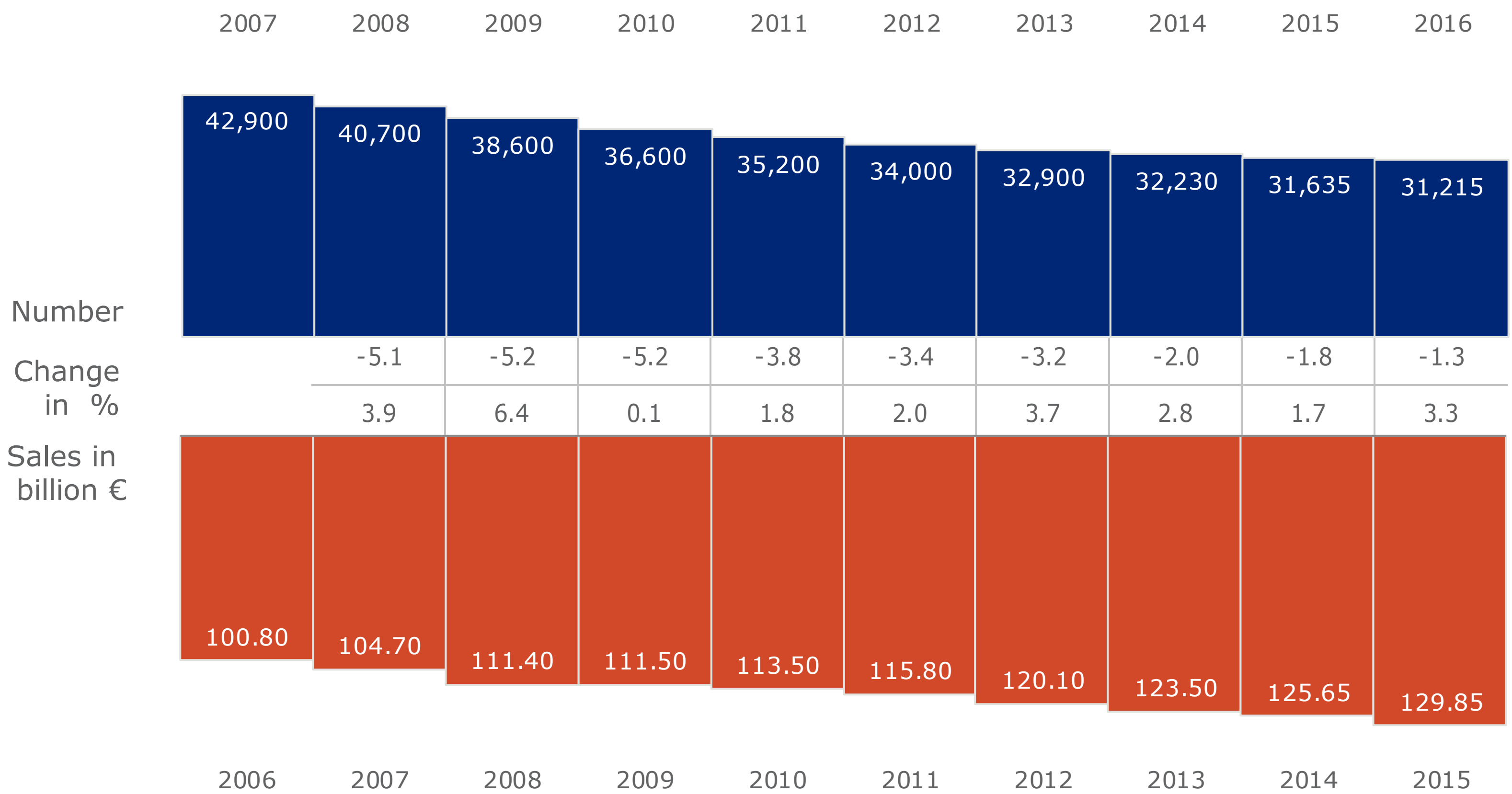
Selling space categories – incl. Aldi

	Number of stores					Sales in billion €				
	01.01.2015		16:15	01.01.2016		2014		15:14	2015	
	abs.	%	%	abs.	%	billion €	%	%	billion €	%
up to 199 sq m	4,605	12.9	-7.5	4,260	12.0	1.550	1.0	-6.5	1.450	0.9
200 to 399 sq m	2,810	7.8	-2.1	2,750	7.8	2.800	1.8	-1.1	2.770	1.8
400 to 799 sq m	3,385	9.4	-3.1	3,280	9.3	9.800	6.4	0.6	9.860	6.3
800 to 1499 sq m	4,385	12.2	-1.1	4,335	12.2	19.550	12.7	3.2	20.180	12.8
1500 to 2499 sq m	2,595	7.2	3.1	2,675	7.5	16.600	10.7	5.4	17.490	11.1
2500 to 4999 sq m	1,305	3.6	2.7	1,340	3.8	14.900	9.7	4.7	15.600	9.9
5000 s qm or more	685	1.9	-1.5	675	1.9	16.700	10.9	3.9	17.350	11.0
Discounters excl. Aldi	11,865	33.1	0.3	11,900	33.6	43.750	28.5	3.2	45.150	28.7
Aldi	4,250	11.9	-0.5	4,230	11.9	28.100	18.3	-1.8	27.600	17.5
Total	**35,885**	**100.0**	**-1.2**	**35,445**	**100.0**	**153.750**	**100.0**	**2.4**	**157.450**	**100.0**

Selling space categories – excl. Aldi

	Number of stores					Sales in billion €				
	01.01.2015		16:15	01.01.2016		2014		15:14	2015	
	abs.	%	%	abs.	%	billion €	%	%	billion €	%
up to 199 sq m	4,605	14.6	-7.5	4,260	13.6	1.550	1.2	-6.5	1.450	1.1
200 to 399 sq m	2,810	8.9	-2.1	2,750	8.8	2.800	2.2	-1.1	2.770	2.1
400 to 799 sq m	3,385	10.7	-3.1	3,280	10.5	9.800	7.8	0.6	9.860	7.6
800 to 1499 sq m	4,385	13.9	-1.1	4,335	13.9	19.550	15.6	3.2	20.180	15.5
1500 to 2499 sq m	2,595	8.1	3.1	2,675	8.6	16.600	13.2	5.4	17.490	13.5
2500 to 4999 sq m	1,305	4.1	2.7	1,340	4.3	14.900	11.9	4.7	15.600	12.0
5000 s qm or more	685	2.2	-1.5	675	2.2	16.700	13.3	3.9	17.350	13.4
Discounters excl. Aldi	11,865	37.5	0.3	11,900	38.1	43.750	34.8	3.2	45.150	34.8
Total	**31,635**	**100.0**	**-1.3**	**31,215**	**100.0**	**125.650**	**100.0**	**3.3**	**129.850**	**100.0**

Total retail food trade – excl. Aldi

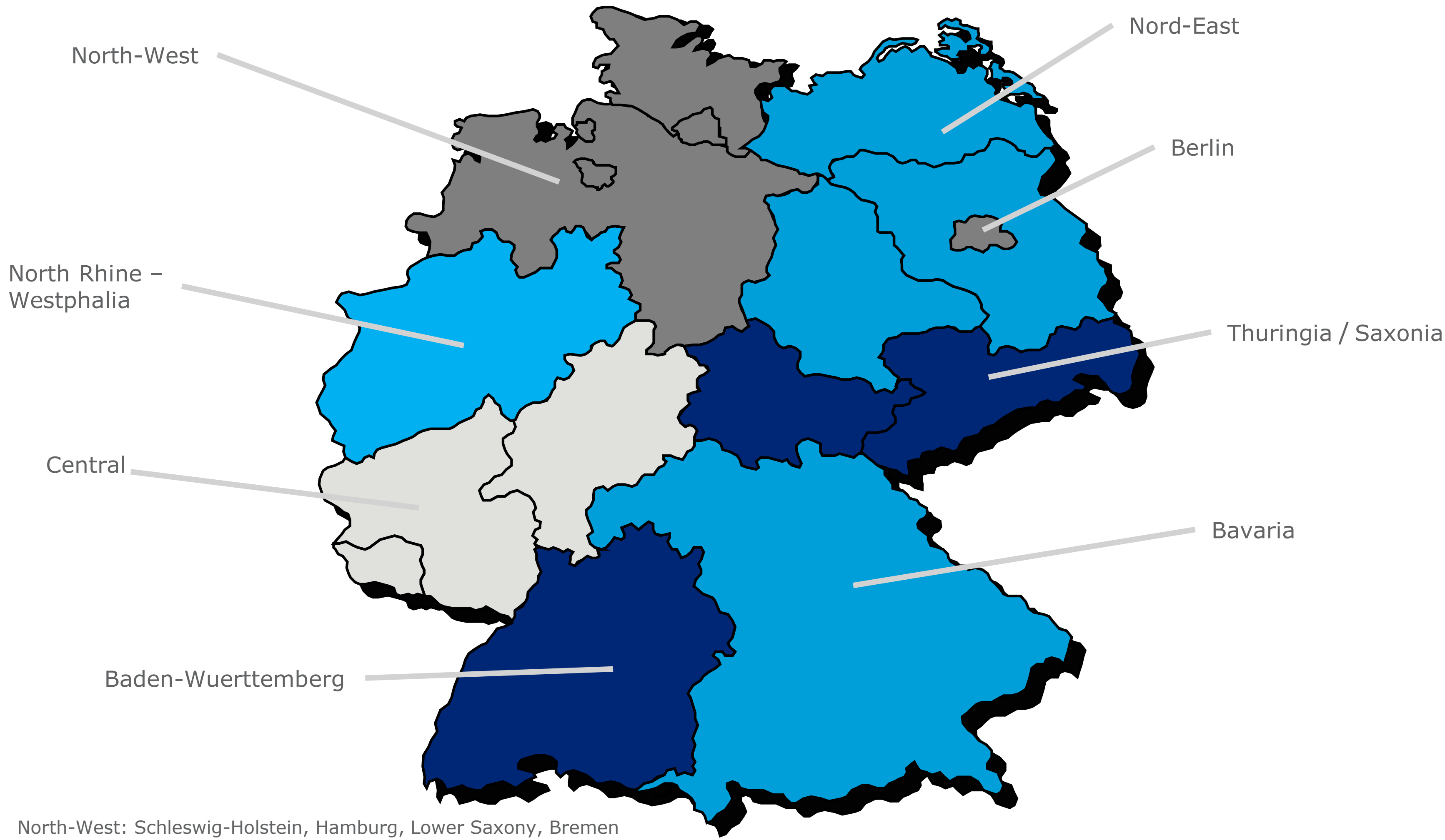


Regions – excl. Aldi

	Number of stores					Sales in billion €				
	01.01.2015		16:15	01.01.2016		2014		15:14	2015	
	abs.	%	%	abs.	%	billion €	%	%	billion €	%
North-West	5,020	15.9	-0.7	4,985	16.0	21.995	17.5	3.3	22.730	17.5
North Rhine-Westphalia	6,050	19.1	-1.5	5,960	19.1	25.995	20.7	3.3	26.865	20.7
Central	4,450	14.1	-1.6	4,380	14.0	17.090	13.6	3.3	17.660	13.6
Baden-Wuerttemberg	3,815	12.1	-1.4	3,760	12.0	16.460	13.1	3.3	17.010	13.1
Bavaria	5,265	16.5	-1.1	5,205	16.7	17.595	14.0	3.4	18.185	14.0
North-East	3,120	9.9	-1.4	3,075	9.9	11.050	8.8	3.3	11.420	8.8
Thuringia/Saxony	3,070	9.7	-2.1	3,005	9.6	10.295	8.2	3.4	10.640	8.2
Berlin	845	2.7	0.0	845	2.7	5.170	4.1	3.3	5.340	4.1
Total Germany	**31,635**	**100.0**	**-1.3**	**31,215**	**100.0**	**125.650**	**100.0**	**3.3**	**129.850**	**100.0**

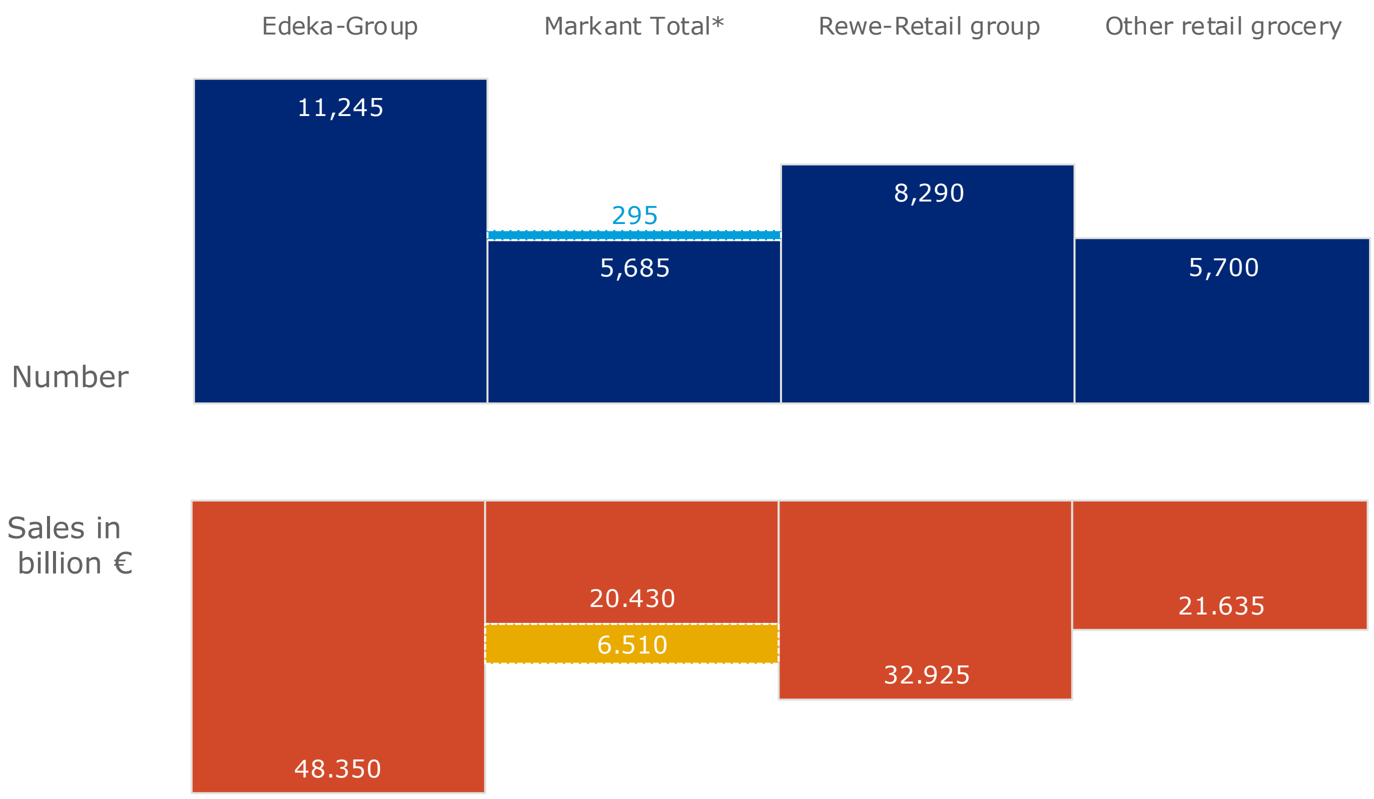
- North-West: Schleswig-Holstein, Hamburg, Lower Saxony, Bremen
- Central: Hesse, Rhineland-Palatinate, Saarland
- North-East: Mecklenburg-Western Pomerania, Brandenburg, Saxony-Anhalt

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



* consists of Markant ex. real,- and 295 real,- sales outlets with value sales of €6.51 bn.

Key-Accounts – excl. Aldi, drugstores

Average sales per store in million €	2015
Edeka-Group	4.30
• Retailers	4.99
• Affiliated companies/Cooperations	3.28
Markant Total	4.51
• Markant ex. real,-	3.59
• real,- (formerly Metro Einzelhandel)	22.07
Rewe Retail Group	3.97
Other retail grocery	3.80
Total	**4.16**

Key-Accounts – excl. Aldi, drugstores

	Number of stores		Sales in billion €		Number of stores > 200 m²		Sales in billion €	
	01.01.2016		2015		01.01.2016		2015	
	abs.	%	billion €	%	abs.	%	billion €	%
Edeka-Group	11,245	36.0	48.350	37.3	9,505	35.3	47.625	37.1
• Retailers	6,700	21.4	33.460	25.8	4,960	18.4	32.735	25.5
• Affiliated companies/Coop.	4,545	14.6	14.890	11.5	4,545	16.9	14.890	11.6
Markant Total	5,980	19.1	26.940	20.7	4,400	16.3	26.455	20.6
• Markant ex. real,-	5,685	18.2	20.430	15.7	4,105	15.2	19.945	15.5
• real,- (formerly Metro Einzelhandel)	295	0.9	6.510	5.0	295	1.1	6.510	5.1
Rewe Retail Group	8,290	26.6	32.925	25.3	7,760	28.8	32.765	25.5
Other retail grocery	5,700	18.3	21.635	16.7	5,290	19.6	21.555	16.8
Total	**31,215**	**100.0**	**129.850**	**100.0**	**26,955**	**100.0**	**128.400**	**100.0**

Key-Accounts – excl. Aldi, incl. drugstores

	Number of stores		Sales in billion €		Number of stores > 200 m²		Sales in billion €	
	01.01.2016		2015		01.01.2016		2015	
	abs.	%	billion €	%	abs.	%	billion €	%
Edeka-Group	11,245	31.5	48.350	33.4	9,505	30.3	47.625	33.2
• Retailers	6,700	18.8	33.460	23.1	4,960	15.8	32.735	22.8
• Affiliated companies/Coop.	4,545	12.7	14.890	10.3	4,545	14.5	14.890	10.4
Markant Total	10,455	29.3	42.090	29.0	8,875	28.2	41.605	28.9
• Markant ex. real,-	10,160	28.5	35.580	24.5	8,580	27.3	35.095	24.4
• real,- (formerly Metro Einzelhandel)	295	0.8	6.510	4.5	295	0.9	6.510	4.5
Rewe Retail Group	8,290	23.2	32.925	22.7	7,760	24.7	32.765	22.9
Other retail grocery	5,700	16.0	21.635	14.9	5,290	16.8	21.555	15.0
Total	**35,690**	**100.0**	**145.000**	**100.0**	**31,430**	**100.0**	**143.550**	**100.0**
of which drugstores	4,475		15.150		4,475		15.150	

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 6,700 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 €33.460bn and shows a share of 25.8%.

Back to Contents

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 4,545 stores representing value sales of €14.89bn.

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	Type	Sales channels
Hypermarkets	E-aktiv Markt	Trad. Grocery Stores	E-aktiv Markt
	E-Center		Edeka
	E-Center Herkules		E-neukauf
	Edeka		Feneberg
	E-Neukauf		Kupsch
	E-Reichelt		Lüning
	Kaufmarkt		Nah & Gut
	Kupsch		
	Marktkauf	Drugstores	-
Discounters	Diska		
	NP		
	Treff		

Back to Contents

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 5,980 retail food stores, which attained sales of €26.94bn. 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.

Starting from 2016 charges Metro via Markant. This reorganization will be considered further.

With 295 sales outlets, former Metro Retailers account for sales of €6.5bn.

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	Real	Mönchengladbach
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				
	Tegut				
	Tengelmann				
	Real				
	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 8,290 outlet stores generated a sales volume of €32.925bn. This results in a share of 25.4% 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 (+0.8%) and sales value (+3.8%) increased compared to the previous year.

At present the group consisting of other retail grocery stores comprises approximately 18.3% of all retail food stores. With sales of €21.635bn they account for 16.7% 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.

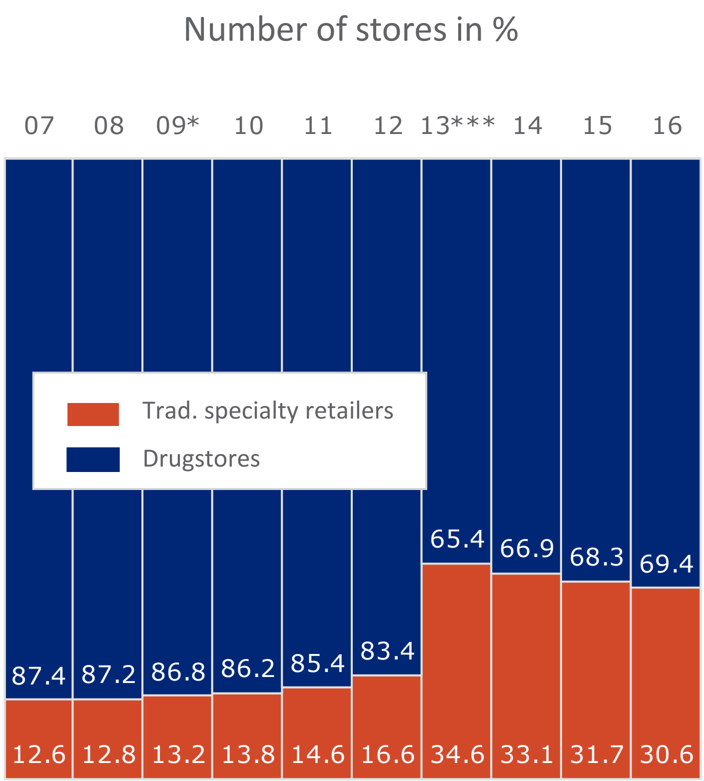
Traditional Specialty Trade: The traditional specialty trade covers specialty perfumeries.

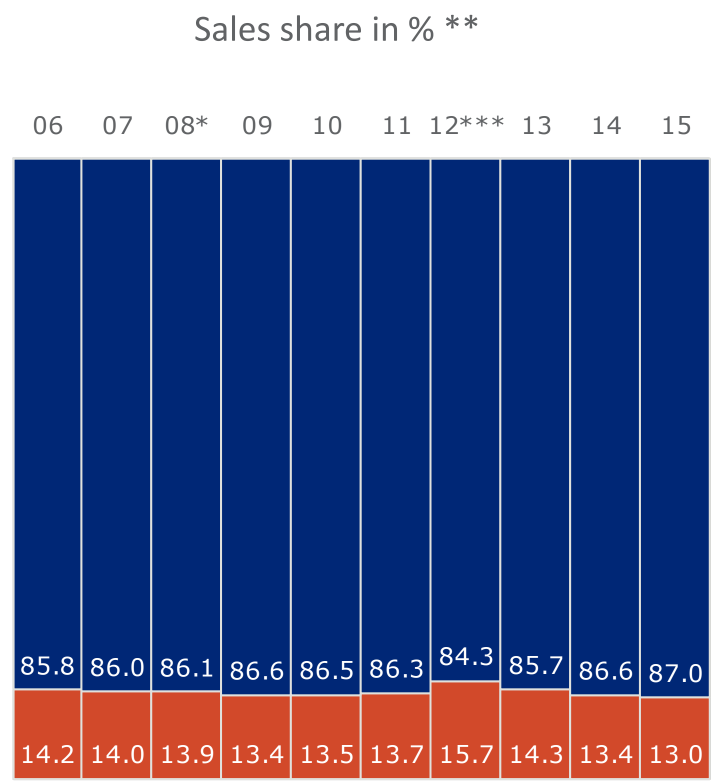
Specialty Perfumeries: Affiliated or non-affiliated stores with sales almost exclusively from the depot cosmetics area offering a marginal range of other products.

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





Ret. groc. trade

No. / € in bn

	07	08	09*	10	11	12	13***	14	15	16
No.	16,370	16,290	15,890	15,015	14,045	12,290	5,890	6,005	6,245	6,450
Change in %		-0.5	-2.5	-5.5	-6.5	-12.5	-52.1	2.0	4.0	3.3

	06	07	08*	09	10	11	12***	13	14	15
€ in bn	13.96	14.48	14.80	15.14	15.26	15.64	13.94	15.29	16.35	17.41
Change in %		3.7	2.2	2.3	0.8	2.5	-10.8	9.9	6.9	6.5

* 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 6.5% to €18.04bn versus year ago.

The number of discount drugstores increased by 210 stores to a total of 4,475 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 69.4% (year ago 68.3%) and value share to 87 (year ago 86.6%).

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

• North-West	1,200
• North Rhine-Westphalia	1,455
• Central	860
• Baden-Wuerttemberg	815
• Bavaria	1,055
• North-East	430
• Thuringia/Saxonia	375
• Berlin	260
• Total	6,450

Back to Contents

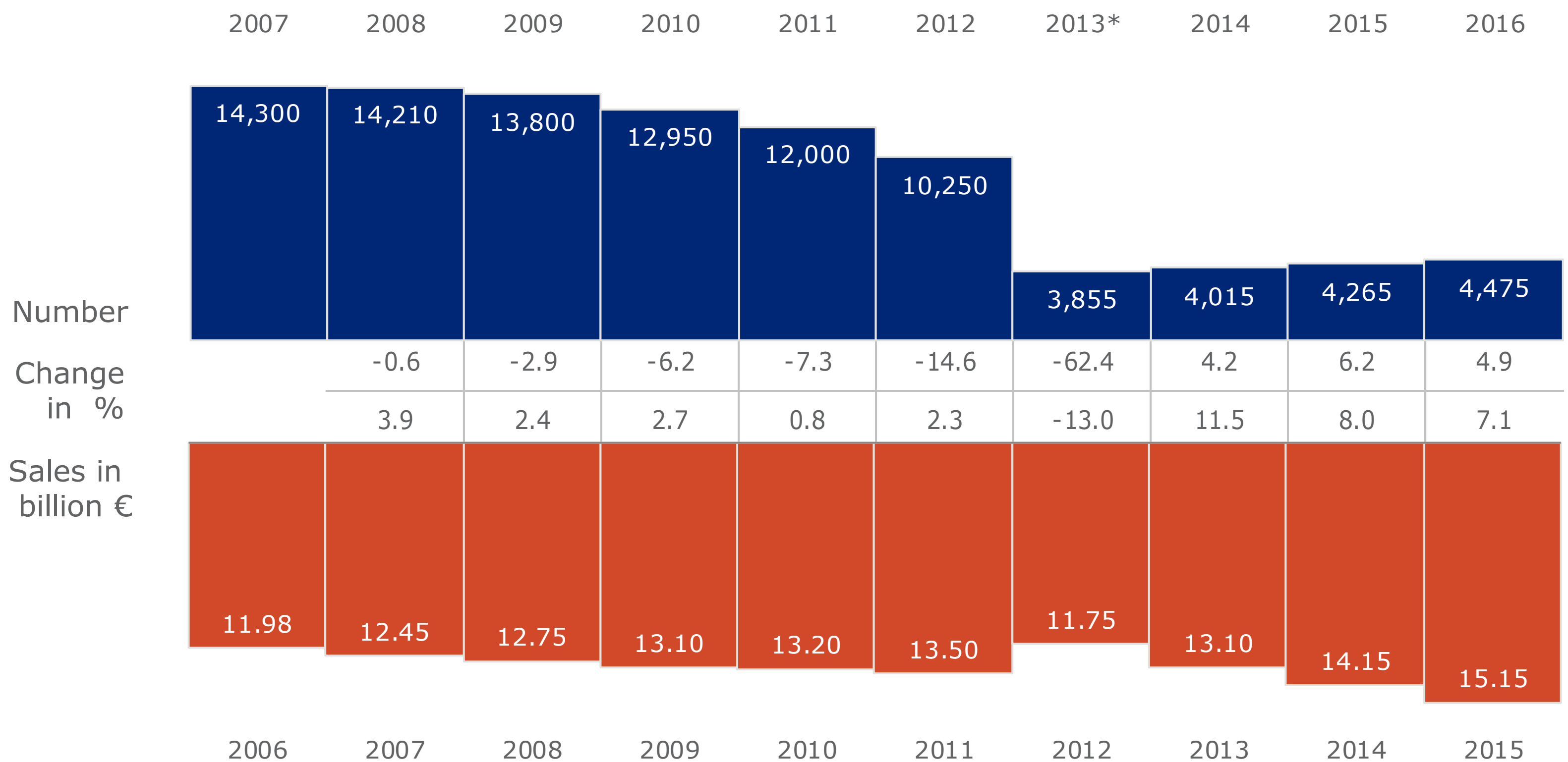
Drugstores/Perfumeries and specialized retailers

	Number of stores					Sales in billion €				
	01.01.2015		16:15	01.01.2016		2014		15:14	2015	
	abs.	%	%	abs.	%	billion €	%	%	billion €	%
Spec. Perfumeries	1,980	30.8	-0.3	1,975	29.8	2.195	13.0	3.0	2.260	12.5
Chain Department stores	185	2.9	-2.7	180	2.7	0.600	3.5	5.0	0.630	3.5
Drugstores	4,265	66.3	4.9	4,475	67.5	14.150	83.5	7.1	15.150	84.0
Total	**6,430**	**100.0**	**3.1**	**6,630**	**100.0**	**16.945**	**100.0**	**6.5**	**18.040**	**100.0**

Drugstores

	Number 01.01.2016	Sales 2015
	4,475	€15,15bn
	Shares in %	
dm	40	46
Rossmann (incl. Kloppenburg)	44	38
Müller	12	13
Budnikowsky	4	3

Drugstores



* Insolvency of Schlecker

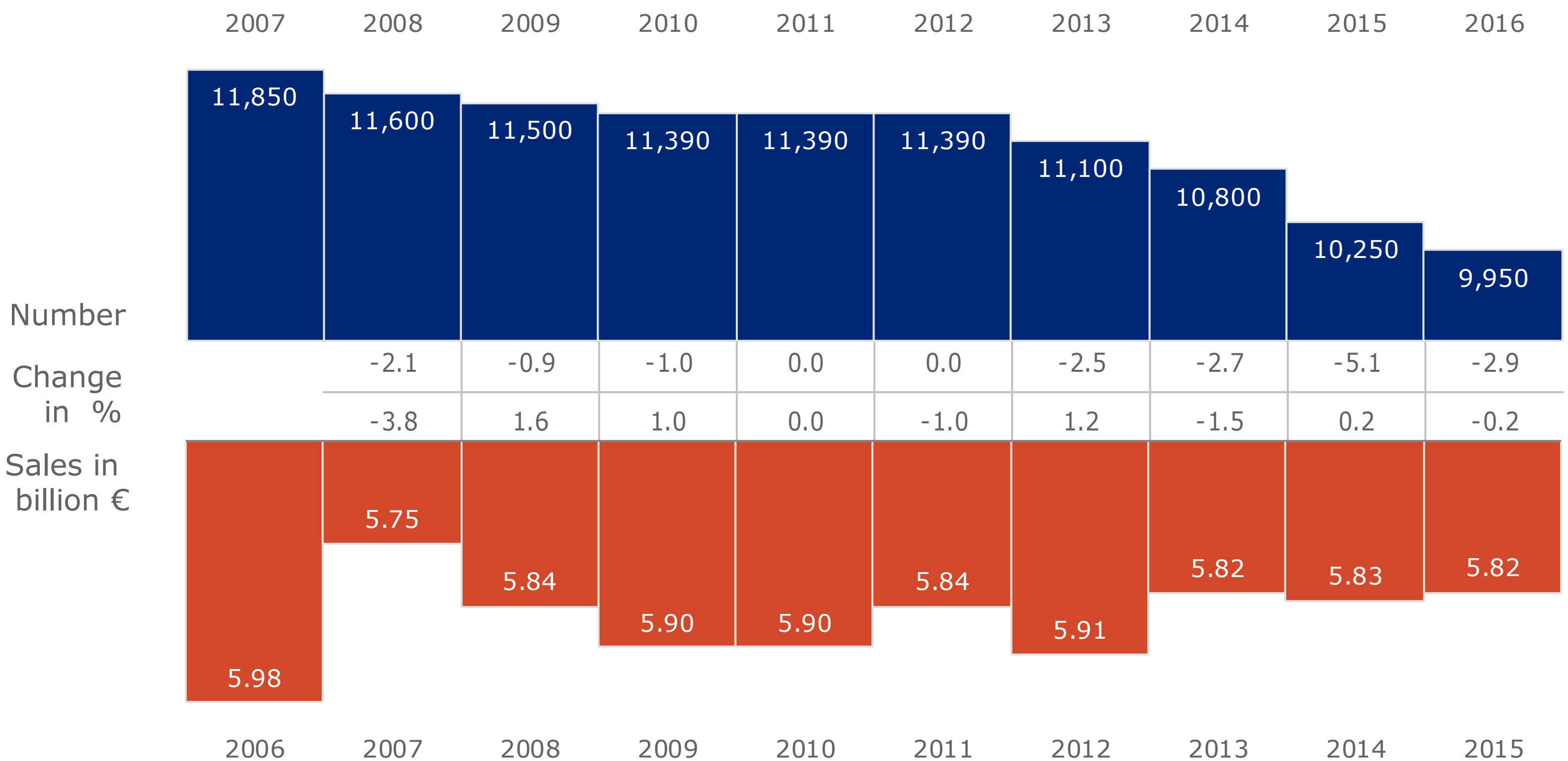
Store types – Total retail food trade and drugstores

	Number of stores					Sales in billion				
	01.01.2015		16:15	01.01.2016		2014		15:14	2015	
	abs.	%	%	abs.	%	billion €	%	%	billion €	%
Hypermarkets	8,970	22.3	0.6	9,025	22.6	67.75	40.4	4.2	70.62	40.9
Discounters	11,865	29.6	0.3	11,900	29.8	43.75	26.1	3.2	45.15	26.1
Trad. grocery stores	10,800	26.9	-4.7	10,290	25.8	14.15	8.4	-0.5	14.08	8.2
Aldi	4,250	10.6	-0.5	4,230	10.6	28.10	16.7	-1.8	27.60	16.0
Drugstores	4,265	10.6	4.9	4,475	11.2	14.15	8.4	7.1	15.15	8.8
Total	**40,150**	**100.0**	**-0.6**	**39,920**	**100.0**	**167.90**	**100.0**	**2.8**	**172.60**	**100.0**

Department stores

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

Beverage specialty stores*



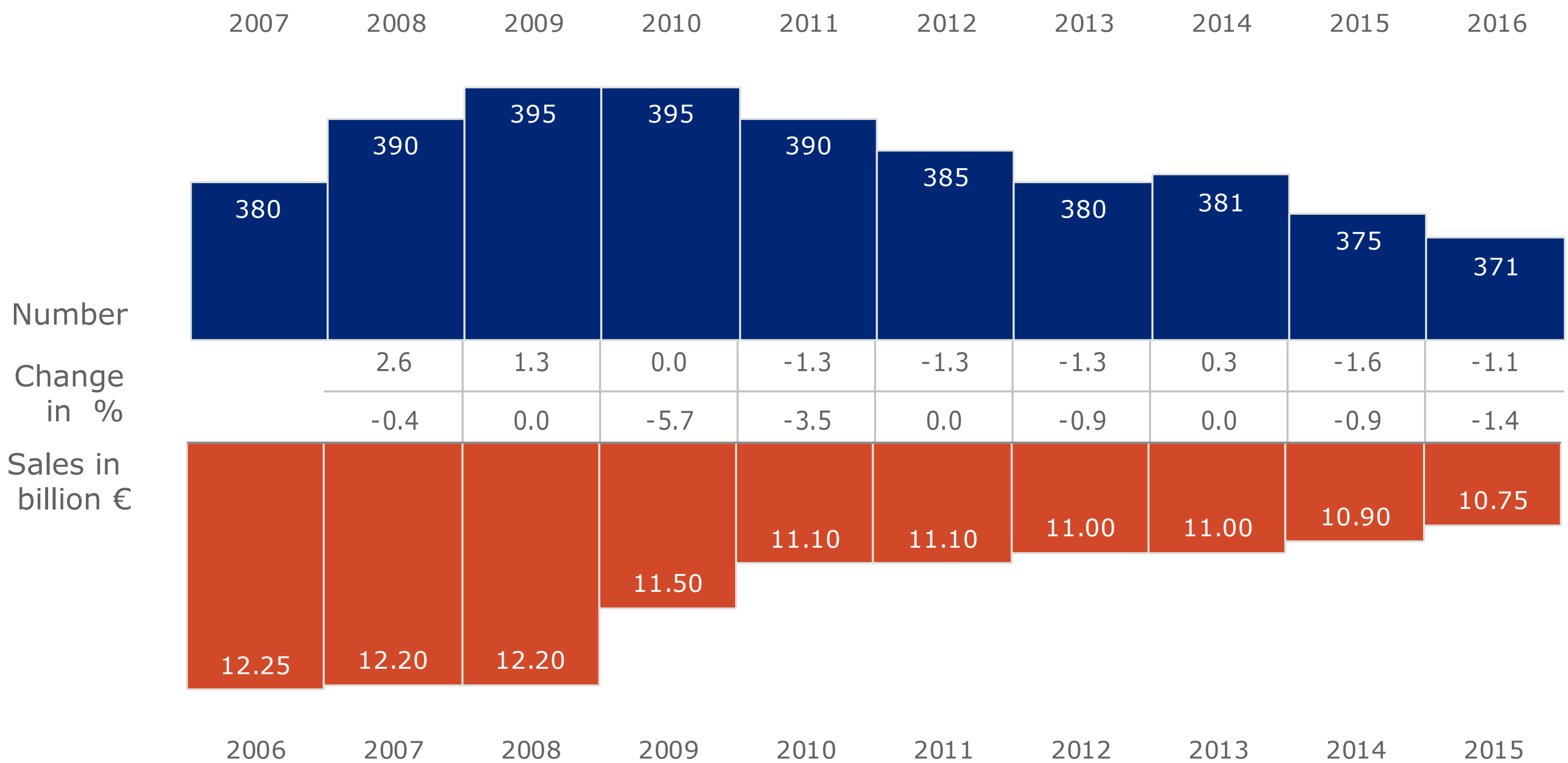
* Sales: Beer and Nonalcoholic beverages product categories

Beverage specialty stores – Regions

	Number of stores				
	01.01.2015		16:15	01.01.2016	
	abs.	%	%	abs.	%
North-West	985	9.6	-2.5	960	9.6
North Rhine-Westphalia	2,020	19.7	-3.0	1,960	19.7
Central	1,350	13.2	-3.0	1,310	13.2
Baden-Wuerttemberg	1,270	12.4	-3.1	1,230	12.4
Bavaria	2,205	21.5	-2.9	2,140	21.5
North-East	920	9.0	-2.7	895	9.0
Thuringia/Saxony	1,315	12.8	-3.0	1,275	12.8
Berlin	185	1.8	-2.7	180	1.8
Total Germany	**10,250**	**100.0**	**-2.9**	**9,950**	**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


2007
2008
2009
2010
2011
2012
2013
2014
2015
2016
380
390
395
395
390
385
380
381
375
371
Number
Change
in %
2.6
1.3
0.0
-1.3
-1.3
-1.3
0.3
-1.6
-1.1
-0.4
0.0
-5.7
-3.5
0.0
-0.9
0.0
-0.9
-1.4
Sales in
billion €
12.25
12.20
12.20
11.50
11.10
11.10
11.00
11.00
10.90
10.75
2006
2007
2008
2009
2010
2011
2012
2013
2014
2015

Total market

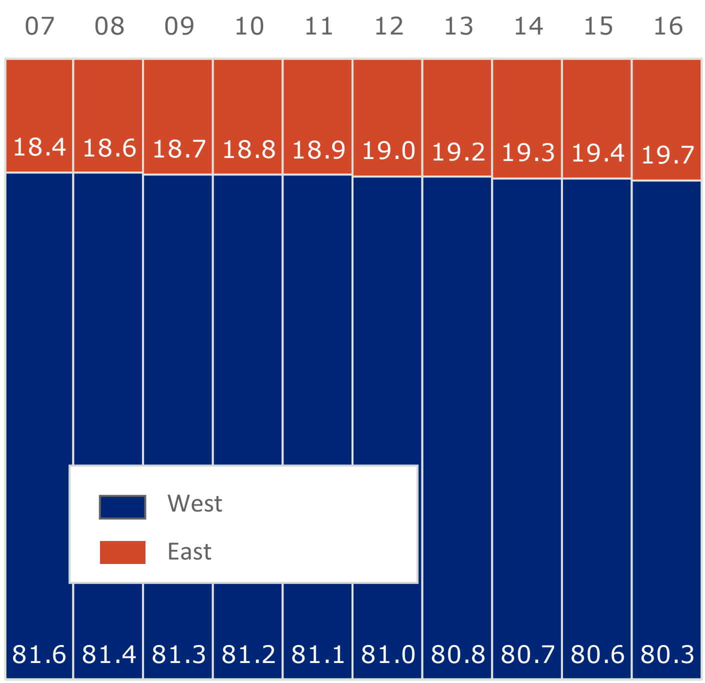
	Number of stores					Sales in billion €				
	01.01.2015		16:15	01.01.2016		2014		15:14	2015	
	abs.	%	%	abs.	%	billion €	%	%	billion €	%
Hypermarkets	8,970	16.9	0.6	9,025	17.2	67.750	36.4	4.2	70.620	37.0
Discounters	11,865	22.4	0.3	11,900	22.7	43.750	23.5	3.2	45.150	23.7
Aldi	4,250	8.0	-0.5	4,230	8.1	28.100	15.1	-1.8	27.600	14.5
Trad. grocery stores	10,800	20.4	-4.7	10,290	19.7	14.150	7.6	-0.5	14.080	7.4
Drugstores/Perfumeries*	6,245	11.9	3.3	6,450	12.3	16.345	8.8	6.5	17.410	9.1
Chain department stores**	185	0.3	-2.7	180	0.3	1.728	0.9	3.3	1.785	0.9
Beverage speciality stores	10,250	19.4	-2.9	9,950	19.0	5.832	3.1	-0.2	5.820	3.1
C&C Outlets**	375	0.7	-1.3	370	0.7	8.500	4.6	-2.5	8.285	4.3
Total	**52,940**	**100.0**	**-1.0**	**52,395**	**100.0**	**186.155**	**100.0**	**2.5**	**190.750**	**100.0**

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

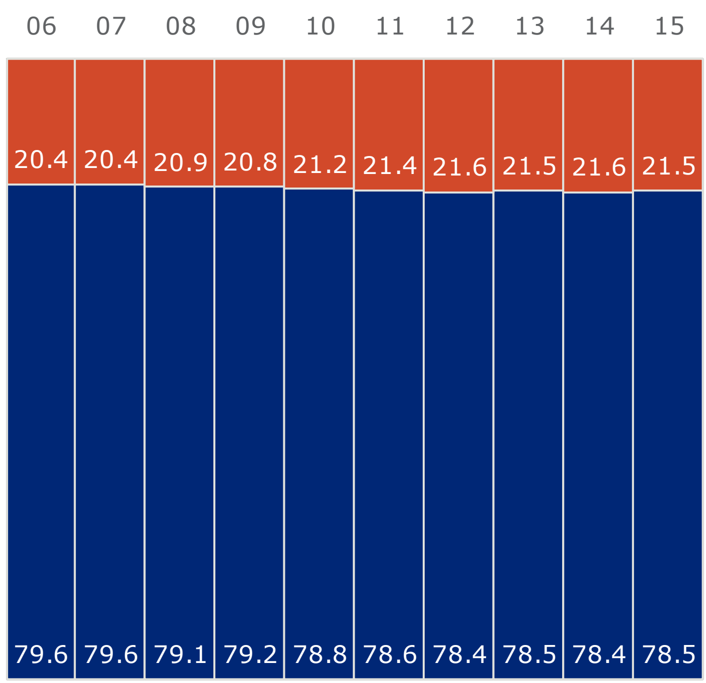
** Chain department stores and C&C Outlets **only grocery sales**

Pharmacies

Number of stores in %



Sales share in %



Ret. groc. trade

	07	08	09	10	11	12	13	14	15	16
No.	21,515	21,579	21,581	21,576	21,481	21,333	21,181	20,963	20,902	20,317
Change in %		0.3	0.0	0.0	-0.4	-0.7	-0.7	-1.0	-0.3	-2.8

	06	07	08	09	10	11	12	13	14	15
€ in bn	34.30	35.70	36.30	37.00	37.80	38.70	39.80	41.80	43.90	46.90
Change in %		4.1	1.7	1.9	2.2	2.4	2.8	5.0	5.0	6.8

Source: IMS Health, Frankfurt / Main

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 €				
	01.01.2015		16:15	01.01.2016		2014		15:14	2015	
	abs.	%	%	abs.	%	billion €	%	%	billion €	%
Freßnapf	860	58.3	1.2	870	56.9	1.053	66.0	6.3	1.119	66.0
Futterhaus	265	18.0	7.5	285	18.6	0.250	15.7	7.4	0.268	15.8
Petstores (excl. Freßnapf, Futterhaus)	350	23.7	7.1	375	24.5	0.292	18.3	5.5	0.308	18.2
Total	**1,475**	**100.0**	**3.7**	**1,530**	**100.0**	**1.595**	**100.0**	**6.3**	**1.695**	**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 01.01.2016:

• Do-it-yourself stores	2,150
• 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**
	01.01.2015		16:15	01.01.2016		15:14
	abs.	%	%	abs.	%	%
Street gas stations	9,300	95.6	-0.1	9,290	95.6	0.1
• Aral	2,235	23.0	-0.9	2,215	22.8	0.5
• Shell	1,890	19.4	-1.3	1,865	19.2	-2.0
• Esso	1,005	10.3	-0.5	1,000	10.3	1.0
• Jet	585	6.0	5.1	615	6.3	3.7
• Orlen/Star	560	5.8	0.9	565	5.8	2.0
• Westfalen	245	2.5	-2.0	240	2.5	-2.7
• Other street gas stations	2,780	28.6	0.4	2,790	28.7	0.1
BAB-Gas station (motorway)	425	4.4	0.0	425	4.4	4.0
Total	**9,725**	**100.0**	**-0.1**	**9,715**	**100.0**	**0.4**

* 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**
	01.01.2015		16:15	01.01.2016		15:14
	abs.	%	%	abs.	%	%
North-West	1,445	15.5	-0.7	1,435	15.4	-0.2
North Rhine-Westphalia	2,070	22.3	0.0	2,070	22.3	-0.1
Central	1,260	13.5	0.0	1,260	13.6	0.1
Baden-Wuerttemberg	1,260	13.6	-0.4	1,255	13.5	0.1
Bavaria	1,665	17.9	0.0	1,665	17.9	0.4
North-East	700	7.5	0.7	705	7.6	0.9
Thuringia/Saxony	665	7.2	0.0	665	7.2	0.3
Berlin	235	2.5	0.0	235	2.5	0.6
Total Germany	**9,300**	**100.0**	**-0.1**	**9,290**	**100.0**	**0.1**
• West	7,700	82.8		7,685	82.7	
• East	1,600	17.2		1,605	17.3	

* 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	81.6 M.
German	73.6 M.
Non-German	8.0 M.
Private households	39.67 M.
Private German households	36.28 M.
Private non-German households	3.39 M.
Retail grocery stores (excl. Aldi)	31,215

Population/Households: GfK-Prognosis 01.01.2016

Basic data – Germany

	Population			Area	Inhabitants
	in thousands	in million	percentage	in sq km	per sq km
North-West	13,175	13.2	16.1	64,588	204
North Rhine-Westphalia	17,761	17.8	21.7	34,110	521
Central	11,172	11.2	13.7	43,538	257
Baden-Wuerttemberg	10,832	10.8	13.2	35,751	303
Bavaria	12,795	12.8	15.7	70,550	181
North-East	6,315	6.3	7.7	73,318	86
Thuringia/Saxony	6,225	6.2	7.6	34,593	180
Berlin	3,496	3.5	4.3	892	3,921
Total Germany	**81,771**	**81.8**	**100.0**	**357,340**	**229**
• West	65,735	65.7	80.4	248,538	264
• East	16,036	16.0	19.6	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 2016

Basic data – Germany

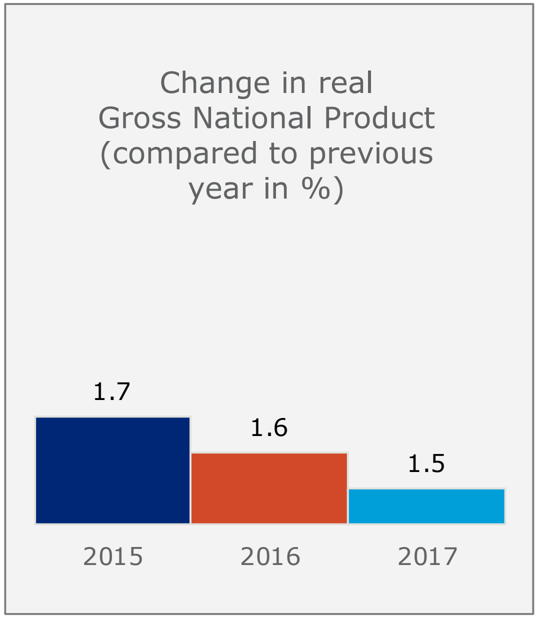
	Number of stores		Sales in billion €		Population		Inhabitants per store	Stores per 1000 Inh.
	abs.	%	billion €	%	in thousands	%		
North-West	4,985	16.0	22.730	17.5	13,175	16.1	2,643	0.38
North Rhine-Westphalia	5,960	19.1	26.865	20.7	17,761	21.7	2,980	0.34
Central	4,380	14.0	17.660	13.6	11,172	13.7	2,551	0.39
Baden-Wuerttemberg	3,760	12.0	17.010	13.1	10,832	13.2	2,881	0.35
Bavaria	5,205	16.7	18.185	14.0	12,795	15.7	2,458	0.41
North-East	3,075	9.9	11.420	8.8	6,315	7.7	2,054	0.49
Thuringia/Saxony	3,005	9.6	10.640	8.2	6,225	7.6	2,072	0.48
Berlin	845	2.7	5.340	4.1	3,496	4.3	4,137	0.24
Total Germany	**31,215**	**100.0**	**129.850**	**100.0**	**81,771**	**100.0**	**2,620**	**0.38**
• West	24,290	77.8	102.450	78.9	65,735	80.4	2,706	0.37
• East	6,925	22.2	27.400	21.1	16,036	19.6	2,316	0.43

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

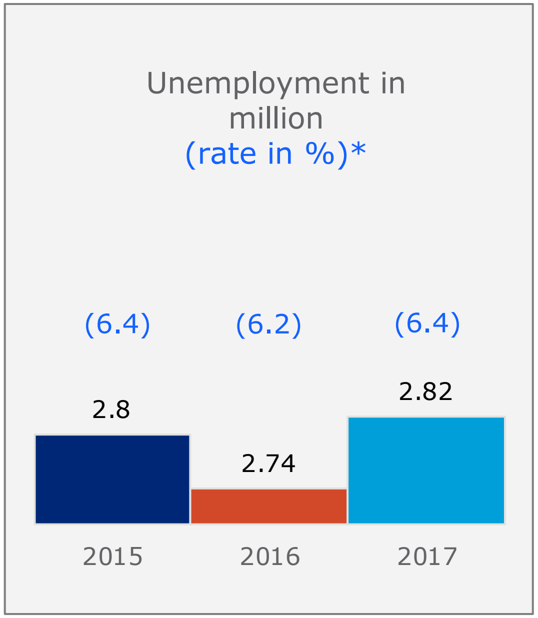
Source: Own calculation based on official statistics: Statistisches Bundesamt, Wiesbaden 2016

Economic key data – Germany

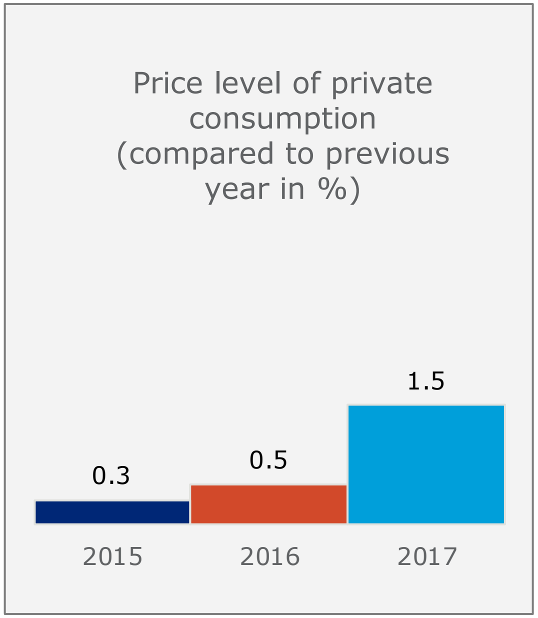
economic growth



employment market



price development

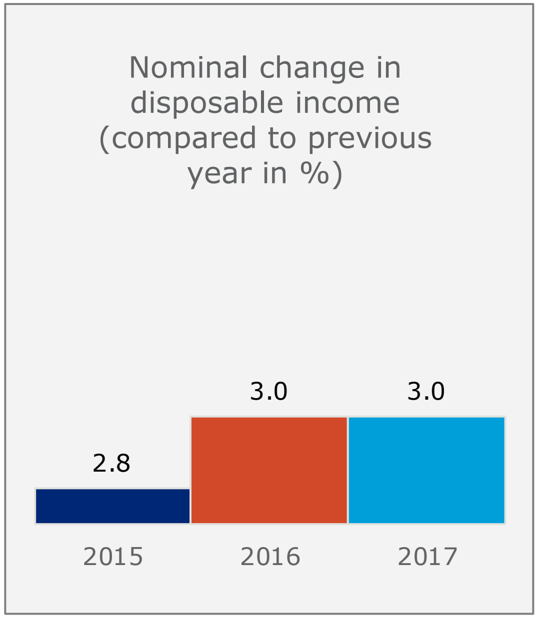


* Share of unemployed compared to domestic employable persons (residency concept)

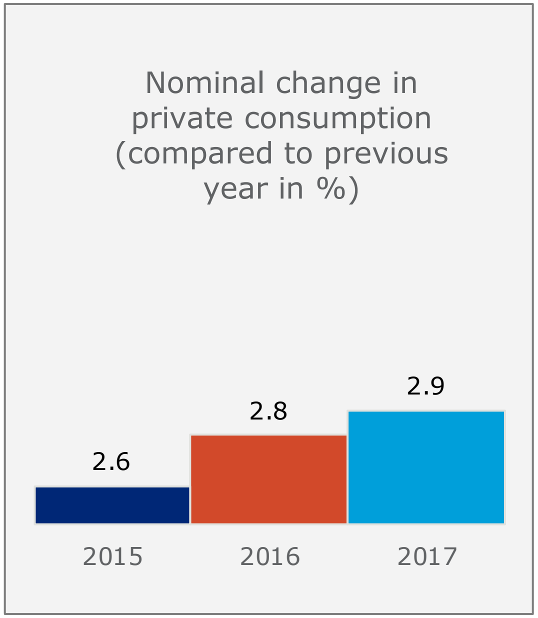
Source: Projektgruppe „Gemeinschaftsdiagnose“ Joint Economic Forecast Spring Report 2016; (as of: 14.04.2016)

Economic key data – Germany

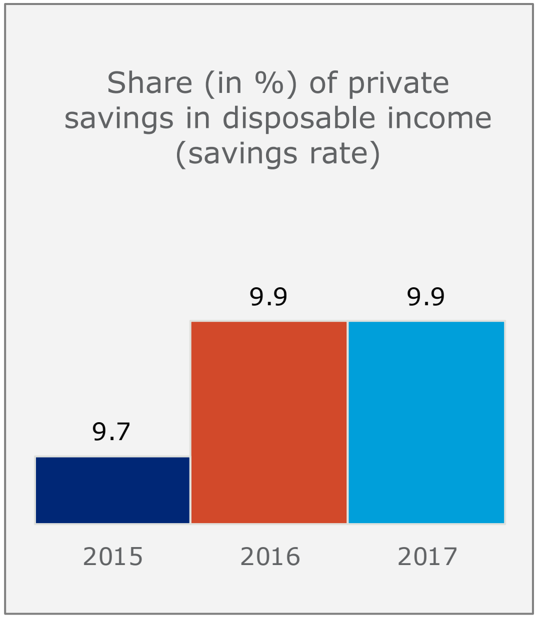
income



private consumption



private savings



Source: Projektgruppe „Gemeinschaftsdiagnose“ Joint Economic Forecast Spring Report 2016; (as of: 14.04.2016)

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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**

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