

# France: Discounters are losing ground

**+** The discounters' market share of the French food market has dropped from 14.4 % to 11.9 % since 2009. However, even stores that would be regarded more as supermarkets in this country count as discounters in France. According to Planet Retail Ltd., London, UK, the Lidl Stiftung & Co. KG, Neckersulm, Germany, achieves a market share of 3.13 %, and ALDI Einkauf GmbH & Co. oHG, Essen, Germany, holds 1.32 %. This is due mainly to the fact that the French retail groups are running a direct price battle against the German discounters, and earn their money in those product ranges that are less comparable. Rather than the hard discounters, French consumers prefer much more widely distributed full-range stores such as E. Leclerc (Ivry-sur-Seine, France), Auchan (Lille, France) or Système U (Rungis, France), which also operate their sites very close to where the consumers live. Furthermore, drive-in markets now hold a market share of 3 % in France. Recently, however, workforces sympathetic to the trade unions are attempting to put obstacles in the path of drive-in markets by trying to prescribe extensive approval procedures with the participation of the local authorities. Lidl's response to the lack of growth in France is a gradual departure from

**++ table 1: TOP 10 food retailers in France**

#	name	total sales 2012 in million EUR	number of branches	market share
1	Carrefour	32,602	4,677	14.00 %
2	E.Leclerc	27,271	999	11.96 %
3	ITM (Intermarché)	24,160	2,636	10.6 %
4	Casino	20,233	8,336	8.87 %
5	Système U	19,030	1,504	8.35 %
6	Auchan	14,258	628	6.26 %
7	Schwarz-Gruppe	7,127	1,617	3.13 %
8	Louis Delhaize	5,301	309	2.33 %
9	Aldi	3,006	924	1.32 %
10	Metro Gruppe	2,945	93	0.13 %

*The turnover is considered, which is generated with the sales of food and near-food-products in retail and wholesale (excluding food service).*

source: Lebensmittelzeitung/Planet Retail Mai 2013

German-style hard discount. Instead there are more branded items, more fresh produce including fish, and large areas of fresh baked goods. +++

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