



## January 2023

### Supermarkets - Spain

"With food prices rising at their fastest rate in more than 40 years, grocery shoppers are looking around to find the best deals and making lifestyle changes to deal with the extra demands on their household budgets, shopping more at discounters and buying more own-label products. Efforts to counter high ...

### Supermarkets - France

"The cost-of-living crisis is causing real pain for many French consumers and the grocery retailers have been competing for ways to support their customers and prevent them drifting to more value-led rivals. These have included price freezes on basic items, expanding own-label and new subscription-based loyalty schemes. Large-scale physical stores ...

### Supermarkets - Italy

"The cost of living crisis has changed the way Italians shop for groceries in the past year, with the big winners being the discounters, our research showing strong growth in the proportion shopping with them and also significant growth in the proportion using them for main, rather than top-up/secondary ...

### Supermarkets - Europe

"The grocery sector retained momentum in 2021 across Europe as society only gradually opened up, and over 2022 inflation has resulted in higher turnover, despite many shoppers trading down or buying less. Food retailers' sales increased across the continent and the sector still presents good prospects for retailers as the ...

## December 2022

### Clothing Retailing - Spain

"Clothing sales are wavering, as the cost-of-living crisis squeezes household budgets, forcing many consumers to take a more cautious approach to buying clothes. Shoppers are leaning more towards retailers that have value at their core, and are apparently willing to abandon their once-preferred brands, and they are shifting from buying ...

### Clothing Retailing - France

"The French fashion sector has been undergoing a structural crisis for over ten years and was dealt a huge blow by the COVID-19 pandemic, further compounded by the cost of living crisis. Many retailers have been forced to slim down their operations, while others have failed or been sold. Price ...

### Clothing Retailing - Italy

"The cost of living crisis in Italy has forced consumers to reappraise and reprioritise their regular spending, with the result that sales of specialist clothing retailers are still some way below their pre-COVID levels. Competition from online-only generalists and specialists has also intensified, while around half of clothing shoppers say ...

### Clothing Retailing - Europe

"On the whole, 2021 brought a level of recovery to clothing in Europe following a slump the previous year caused by the COVID-19 pandemic. European clothing retail sales recorded 14.5% year-on-year growth reaching €171.6 billion in 2021, driven by the easing of pandemic restrictions, the reopening of stores ...

## September 2022

### Online Retailing - Spain

"The lifting of COVID-19 restrictions and more people returning to in-store shopping has dented ecommerce growth, but online purchasing still remains above pre-

### Online Retailing - Italy

"The online retailing market surprised many people in 2021 by continuing to record strong growth even after opening restrictions on stores were removed. This



pandemic level and the sector is still outperforming the Spanish retail market as a whole. It is forecast to continue to do so over the coming years, as ...

growth was driven mainly by higher spending and came despite our consumer research for this report showing many sectors seeing a decline in purchasing penetration compared ...

## Online Retailing - France

"The last couple of years have seen the already well-developed French e-commerce market evolve further, with the expansion of marketplaces, growing share of mobile commerce and the development of rapid delivery and new services all driving growth. Amazon is extending its lead, but it faces significant challenges in France and ...

## Online Retailing - Europe

"Although shopping habits vary considerably across Europe for a variety of reasons, online shopping continues to gain popularity across the board and has benefitted greatly from the pandemic, engaging more people and forcing retailers to up their game. In Europe, markets such as Germany and the UK are at the ...

## July 2022

### DIY Retailing - Europe

"The DIY markets across the leading European countries vary a great deal, due in part to differences in home ownership levels. DIY has been one of the more resilient retail sectors during the pandemic. In 2021, specialists' sales continued to increase, recording 3.9% growth across the five leading economies ...

### DIY Retailing - France

"The French DIY market has seen two exceptional years of growth as a result of the COVID-19 pandemic and is well placed to capitalise on the ongoing focus amongst consumers on their home environment. Although we expect the cost of living crisis to hold back growth in 2022, there are ...

### DIY Retailing - Italy

"With a gradual trend of decline in the proportion of Italians shopping at DIY retailers, store operators are increasingly having to look for new sources of revenue, which is resulting in a high level of innovation and experimentation in the market. While in the short-term the cost of living crisis ...

### DIY Retailing - Spain

"Spain is facing a growing cost of living crisis and consumer enthusiasm for DIY and home improvements has cooled since the lifting of COVID-19 restrictions. Sector specialists' sales growth is expected to slow in 2022. Price will be uppermost in the minds of those shoppers feeling the financial squeeze and ...

## June 2022

### Sports Goods Retailing - Italy

"Having survived the significant impact of the COVID-19 pandemic, sports goods retailers saw their sales recover lost ground in 2021 on the back of fewer restrictions on store openings and the investments they had made in their online operations during the outbreak. The new challenges caused by the growing cost ...

### Sports Goods Retailing - Spain

"The Spanish sports retail market recovered in 2021 following the COVID-19 pandemic-induced slump in 2020, buoyed by the lifting of restrictions, a rebound in spending and popularity of athleisure. However, with inflation spiralling and the cost of living crisis squeezing discretionary spending the sector needs to brace itself for a ...

### Sports Goods Retailing - France

### Sports Goods Retailing - Europe



“The interest in wellness that has emerged from the pandemic has had a positive effect on sports goods retailers in France, but the sector is a discretionary one and the cost of living crisis has the potential to hold back sales. There is a growing interest in how retailers are ...

“The European sports retail market recovered strongly in 2021 across the five leading economies in Europe as it benefitted from fewer restrictions and also investment made in expanding online operations in response to the pandemic store closures. Going forwards, as a discretionary spending area, the cost of living crisis could ...

## April 2022

### Electrical Goods Retailing - Europe

“In Europe, the COVID-19 pandemic has given a boost to electrical goods spending thanks to the increased amount of time consumers were being forced to spend in their homes, which focused their attention on how they might improve their immediate surrounding. Significantly in 2021, many consumers continued to turn to ...

### Electrical Goods Retailing - Spain

“The Spanish electrical retail sector is showing signs of recovery with consumer spending on the category and sector sales lifted by the easing of COVID-19 restrictions. With the rising cost of living threatening to dampen future demand and consumers increasingly conscious about the impact their purchasing decision is having on ...

### Electrical Goods Retailing - Italy

“The electrical goods retailing market was one of the most resilient during the pandemic as people spent more time than ever before in their own homes. It continued to perform well into 2021, although our consumer research suggests purchasing levels fell back after their 2020 peak. However, there are dark ...

### Electrical Goods Retailing - France

“After the exceptional years of 2020 and 2021, growth in the household appliances and consumer electronics market is likely to stall in 2022. Many households will redirect part of their spending towards services, leisure activities and holidays and the cost of living squeeze will put electrical goods lower down on ...

## March 2022

### Beauty and Personal Care Retailing - Spain

“After the blow caused by the onset of the COVID-19 pandemic, the Spanish beauty and personal care sector is now showing signs of recovery and sales are edging closer to pre-pandemic level. However, with the virus still in circulation, retailers need to rethink classic features of the in-store beauty shopping ...

### Beauty and Personal Care Retailing - Italy

“Still primarily store-based, the beauty and personal care retailing sector was significantly affected by the COVID-19 pandemic in 2020 but managed to claw back most of the losses in spending in 2021. The growing cost of living crisis will place a greater focus on price and value during the next ...

### Beauty and Personal Care Retailing - France

“The more discretionary end of beauty and personal care spending will see a stronger impact from the increases in the cost of living, but retailers need to go beyond the

### Beauty and Personal Care Retailing - Europe

“COVID-19 saw beauty and personal care specialist retailers benefit from rising soap, bath & shower value sales due to a strong boost from increased hand washing



## European Retail Intelligence - Continental Europe



blunt instrument of price in their reaction to this. Consumer attitudes and behaviours are changing and they are looking for ...

behaviours and a focus on essential-only purchasing amongst consumers while discretionary beauty purchases were more subdued. The ongoing global pandemic turbo-charged ecommerce over 2020 ...

### January 2022

#### European Retail Rankings - Europe

“The impact of the COVID-19 pandemic and the boost it gave to online retailing has seen a significant shift, with Amazon vaulting up from fifth to second in the rankings between 2019 and 2020. Although physical stores have largely been able to reopen during 2021, in many non-food sectors we’ve ...