



January 2022

Supermarkets - Spain

“An unprecedented uptick in consumer spending on in-home food and drink as a result of the forced closure of foodservice outlets during the COVID-19 pandemic has been a boon for grocery retailers. National mid-size to large format supermarket chain and market leader Mercadona had the best year in its history ...

Supermarkets - Italy

“With the finances of many Italian households under pressure and food price inflation on the rise, shoppers’ focus will increasingly be on price and value making the discounters a growing threat to the mainstream grocery retailers. However, with their buying power, extensive and growing own-label ranges and established loyalty schemes ...

Supermarkets - France

“Grocery has been one of the more resilient retail sectors during the pandemic. Online sales, c-stores and local shops were particularly successful as many people shopped more frequently and with smaller baskets. Hypermarkets conversely were negatively impacted by changes in behaviour as well as the drop in fuel sales, the ...

Supermarkets - Europe

“Having experienced a strong demand for food and essentials, European supermarkets and discounters continue to benefit from the ongoing COVID-19 pandemic. Food retailers’ sales increased across the continent and the sector still presents good prospects for retailers which is underpinned by shifting consumer priorities. This is an exciting journey shaped ...

December 2021

Clothing Retailing - Spain

“The COVID-19-induced slump in clothing demand has been a catastrophe for fashion specialists, while the accelerated shift to buying clothing online during the pandemic has intensified competition with ecommerce players. The market is now showing signs of recovery, but with some consumer behaviours adopted amid stay-at-home orders during the pandemic ...

Clothing Retailing - Italy

“Clothing was one of the sectors in Italy that was worst-affected by the COVID-19 pandemic and it is still struggling to recover from its impact. One positive is that it forced many retailers to significantly revamp their businesses so that they had an increased focus online, which can only benefit ...

Clothing Retailing - France

“2020 was a year of exceptional upheaval for retailers of clothing in France. Two periods of lock-down meant that specialists saw a drop of more than 23% in turnover, with online revenues only partially offsetting the loss in store-based sales. 2021 has remained challenging as curfews and other restrictions continued ...

Clothing Retailing - Europe

“Clothing is among the sectors being hit the hardest by the ongoing COVID-19 outbreak across Europe. Consequently, the leading five economies experienced a significant fall in retail specialists’ sales of between around 13% and 32% in 2020. Due to strong competition from online pureplayers as well as non-specialists, specialist retailers ...

September 2021

Luxury Goods Retailing - International



“Attracting Gen Z and Young Millennial shoppers is the key to sustaining a luxury brand. Luxury retailers and brands must continue innovating and connecting to a digitally-minded younger audience. Offering items at entry-level price points can encourage brand loyalty that will last until these younger adults reach their full earning ...

August 2021

Online Retailing - Spain

“Undoubtedly, online retailing has been one of the biggest beneficiaries of the ongoing COVID-19 pandemic in Spain. The crisis has accelerated growth and fast-forwarded the shift to online by several years. However, during the strict lockdowns, demand intensified beyond what some of the retailers could cope with and the service ...

Online Retailing - France

“The COVID-19 health crisis has accelerated the digitalisation of society, galvanising retailers into upping their game online. People have been shopping for more goods online, and doing so more frequently. Store-based players have benefitted most, and with 77% of online shoppers saying they intend to continue buying from the retailers ...

Online Retailing - Italy

“The COVID-19 pandemic brought forwards the development of the online retailing market in Italy by one or two years. Although most Italians were shopping online pre-pandemic, the biggest change we’ve seen has come about through people shopping online more often and across a wider range of product categories. As we ...

Online Retailing - Europe

“Online remains one of the fastest-growing areas in retailing, with most markets seeing sales increase in double-digits each year. In Europe, markets such as Germany and the UK are at the most developed end of the spectrum, while Spain and Italy remain relatively underdeveloped. Although shopping habits vary considerably around ...

June 2021

DIY Retailing - Spain

“As a result of the enforced home confinement for much of the year because of the pandemic, the home sector was one of very few areas to see a strong performance in 2020. Leroy Merlin is the largest and one of the most successful DIY retailers in Spain and it ...

DIY Retailing - France

“The French DIY market experienced a pivotal year in 2020, with the various confinements accelerating existing trends, which offer many long-term growth opportunities for retailers of DIY and home improvement products. Online sales have grown significantly, especially at the store-based specialists, and many new customers have been recruited, particularly younger ...

DIY Retailing - Italy

“The COVID-19 pandemic has served to accelerate the process of structural change in the Italian DIY retailing sector. We’ve seen substantial growth in online sales, although not as much as in some non-essential retail sectors, due to the fact that DIY retailers were classed as essential during lockdown and were ...

DIY Retailing - Europe

“The DIY markets across the leading European countries vary a great deal, due in part to differences in home ownership levels and the development of housing prices. As a result of the home confinement for much of the year because of the pandemic, the home goods category has been one ...



May 2021

Footwear Retailing - Spain

“Spain is facing severe recession and consumers have a difficult and uncertain future. Unemployment, which was already high, is soaring, particularly amongst young people, impacting confidence and purchasing power. Footwear is in large part a discretionary spending area, and retailers have an uphill battle to regain ground lost as a ...

Footwear Retailing - France

“Footwear specialists will be among the hardest-hit sectors as consumer shopping behaviour has altered drastically to reflect changes in lifestyles during the COVID-19 lockdown. Mintel’s COVID-19 tracker in April 2021 found that 44% of French adults were buying less clothing and footwear compared to before the outbreak and 43% said ...

Footwear Retailing - Italy

“While the competitive environment for specialist footwear retailers is quite intense at present, we believe that, as the proportion of sales that go online increases, there is an opportunity for retailers to use their stores to expand the range of services they offer and own the foot health space. Online ...

Footwear Retailing - Europe

“Footwear retailing is among the sectors being hit the hardest by the ongoing COVID-19 pandemic across Europe, and we expect the leading five economies to have experienced drops in retail specialists’ sales of between substantial 21% and 32% in 2020. Specialists continue to lose share of spending in the category ...

April 2021

Online Grocery Retailing - Spain

“COVID-19 has brought an accelerated shift to online grocery shopping in Spain and the grocers must find ways to offer this profitably. But COVID-19 has also brought recession and the hard times are not over yet so we can expect many consumers to rein in their spending, presenting further challenges ...

Online Grocery Retailing - France

“The huge surge in online grocery shopping due to the COVID-19 epidemic is translating into increased competition for the large players. This is because beyond the success of Drives and home delivery services, other channels have also benefitted from the explosion in demand during the two lockdowns in 2020. These ...

Online Grocery Retailing - Italy

“The major store-based grocery retailers were wrong-footed by the sudden surge in demand for online grocery shopping during the COVID-affected 2020 and this benefitted online-only grocery retailers, such as Cicalia, online-only grocery delivery providers like Everli and online-only generalists such as Amazon. Although 2020 saw dramatic growth in the value ...

Online Grocery Retailing - Europe

“Online grocery has benefited from the COVID-19 outbreak in Europe having registered a strong uptick in sales during 2020. However, many grocery retailers were quickly overwhelmed by the unprecedented demand and struggled to adapt to the new retail landscape emerging from the pandemic. Even those that didn’t previously offer home ...

February 2021

Beauty and Personal Care Retailing - France

Beauty and Personal Care Retailing - Spain



European Retail Intelligence - Continental Europe



“France has experienced two national lockdowns, as well as a nationwide curfew and restrictions on store opening times. This has shifted a large amount of spending on BPC online and forced many specialists to redouble their efforts to develop or accelerate their internet offer. Many have showed real adaptability, particularly ...

Beauty and Personal Care Retailing - Italy

“The COVID-19 outbreak has been challenging for the beauty and personal care retailing sector in Italy but many of the leading retailers have managed to partly mitigate its impact by ramping up their online operations. We expect to see a continued shift towards online which will lead to retailers to ...

“Beauty and personal care specialists suffered in 2020 as lockdowns led to temporary store closures across the country. Ecommerce was a clear winner and many specialists have pivoted to multichannel strategies. Concerns around the pandemic are still particularly high in Spain and retailers will have to improve the in-store experience ...

Beauty and Personal Care Retailing - Europe

“With stores deemed non-essential closed in order to curb the spread of COVID-19, many brands and retailers saw their overall sales fall in 2020. There was growth in online sales but this could not offset the loss of trade in bricks-and-mortar outlets. We expect the most successful retailers will be ...