

Analyzing Food Retail in Germany 2016

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Abstracts

Being the leading food retail market in Europe, the German food retail industry has a value of over USD 275 billion in 2014. The German food retail industry continued to grow modestly as compared to other European markets that went into decline following the economic recession. As is a trend seen on the global landscape, the segment of organic food retail posted the best results in 2014 and is expected to continue to be the biggest sales generator for the industry in the coming years.

The segment of organic food retail is further boosted by the German government's 'IN FORM' national action plan that aims to promote healthy eating and exercise.

Aruvian Research analyzes the food retail industry in Germany in its research report Analyzing Food Retail in Germany. The report analyzes the global food retail industry as well as the German food retail industry.

The German food retail industry is analyzed through industry statistics, industry value analysis, geographical segmentation through countries in Europe and an analysis of distribution channels in the country.

A Porter's Five Forces Framework analysis is also included in the report. The Porter's Five Forces analysis analyzes the industry through the bargaining power of buyers and suppliers, the competitive rivalry in the industry, threat of new entrants to the industry and the threat of industry substitution.

Forecast of the food retail industry in Germany is included till 2019. In fact, the data covered in this report is from the year 2010 till 2019.

Major players in the German food retail industry are analyzed through a corporate profile, an analysis of their business segments, a financial analysis and a SWOT

analysis. Players analyzed include Carrefour SA, Edeka Zentrale, ALDI, Lidl and the REWE Group.

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