

Britain's favourite fresh produce magazine since 1895



By Sponsored
Content

Tuesday 24th November 2020, 11:30 GMT

How will Covid-19 affect European retail?

What will European grocery retail look like by 2022? Expert analysts from IGD reveal the key trends to watch out for

The Covid-19 pandemic has accelerated existing trends and channel shifts across Europe. Lockdown measures implemented in most countries have had an immediate impact on grocery retailing.

[Click here to register for IGD's European Channel Forecasts Webinar](#)

With most countries having experienced some style of lockdown, shoppers have been driven online and some of this shift is expected to remain. However, amongst physical channels, the changes seen have been more nuanced by country, with some of these expected to be boosted further as the economic impact of the pandemic begins to be felt by shoppers.

1. Online gained strongly from lockdown

While grocery ecommerce was a trend across Europe, its impact or importance was not the same across the region. The

pandemic has changed this. In most markets, there has been a significant increase in demand for online grocery services as shoppers look for safe and convenient ways to complete their purchases. To meet this demand, retailers and manufacturers have worked hard and quickly to increase their capacity, often adding new, often faster, delivery options in the process.

2. Discount struggled, but set to benefit in medium term

With many discounters not operating online, the channel's retailers did not make the same gains as those enjoyed by others as demand increased, out of home meals and more occasions shifted into peoples' homes. The channel, though, has performed well since the worst of the lockdowns and is expected to do well in the medium term as shoppers look to save money. Elsewhere, a focus on low prices, the expansion of ecommerce and digital solutions and on-going investment in sustainable

initiatives, amongst other developments, are likely to help the retailers attract new shoppers.

3. Other channels innovating to compete

Outside the two leading growth channels, hypermarkets, supermarkets, and convenience stores have faced a mixed performance, with differences being seen across the region. While proximity formats have performed well in Italy and Spain, elsewhere hypermarkets and large stores, such as in Sweden, have won as shoppers looked to consolidate their purchases into as few trips as possible.

While these differences exist, retailers have continued to invest in their stores, not only to make them safe for shoppers and staff alike, but also as they look to future proof them for when their markets return to something more like normality.

Join IGD analysts on 25 November at



Retailers across Europe have added new delivery options (Photo: Albert Heijn, Yasmin Hargreaves)

10am (CET) to hear the latest IGD European channel forecasts brought to life. The webinar will look at these developments alongside three key channel trends.

[Click here to register for IGD's European Channel Forecasts Webinar](#)

Enjoyed this free article from Fresh Produce Journal and its team of editors? Don't miss out on even more in-depth analysis, plus all the latest news from the fresh produce business. Subscribe now to [Fresh Produce Journal](#).

<http://www.fruitnet.com/americafruit/article/1474/parts-of-san-diego-quarantined-as-psyllid-count-mounts>

© Copyright Market Intelligence Ltd - Fruitnet.com 2014. The copyright on this article and all content published on Market Intelligence Ltd - Fruitnet.com is held by Market Intelligence Ltd - Fruitnet.com Limited, a joint venture between Market Intelligence Limited and Dr Rolf M Wolf Media GmbH. All rights reserved. Neither this article nor any part of it may be reproduced, stored or transmitted in any form, including print-outs, screen grabs and information retrieval systems, without the prior permission of the copyright owners.

FRUITNET.COM