Food and Non-food Discounters - UK - September 2017

Report Price: £1995.00 | $2583.33 | €2370.86

The above prices are correct at the time of publication, but are subject to change due to currency fluctuations.

"Over the past 10 years the discount sector has shown that it is highly adaptable, succeeding to thrive in both market conditions which favoured a low-cost alternative and in conditions where traditionally there would have been less demand. With an uncertain economic outlook in the short term the sector is well placed to make further gains and capitalise on likely consumer desire to cut back."
Nick Carroll, Senior Retail Analyst

This report looks at the following areas:

- **What do Brexit and uncertainty mean for the discounters?**
- **The move to multi-price in non-foods**
- **Glass or concrete: What is the ceiling for the food discounters?**

Areas covered in this Report

We split the discount sector into two main segments: food and non-food.

The food discounters are Aldi, Lidl and Netto (which ceased to exist in the UK, for the second time, in August 2016).

The non-food discounters include those stores whose focus is on mixed goods, although for some, food can be one of their main product categories this is confined almost entirely to ambient groceries with little or no fresh, chilled or frozen products.

We break the non-food discounters down into two further categories:

- The fixed-price discounters, which include traditional 'pound shops' such as Poundland and Poundworld

- The multi-price discounters, which include a wide range of retailers with the largest being B&M Bargains, Home Bargains and Wilko.

DID YOU KNOW?

This report is part of a series of reports, produced to provide you with a more holistic view of this market

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