

# The Retail Report Series



## Company Profiles

<b>Ahold</b>	<b>Lidl</b>
<b>Aldi</b>	<b>Metro</b>
<b>Auchan</b>	<b>Rewe</b>
<b>Carrefour</b>	<b>Tengelmann</b>
<b>Casino</b>	<b>Tesco</b>
<b>Delhaize</b>	<b>Wal-Mart</b>
<b>Intermarché</b>	

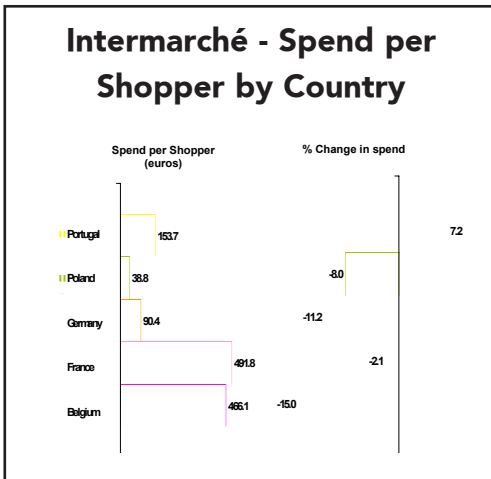
- Benchmark retailer performance through with detailed graphical analysis of the most recent full year and historical data from Europanel.
- Understand the consumer profile of each retailer through each profile's exclusive graphical analysis of demographics and purchasing behaviour.

## Country Profiles

- Understand the key macroeconomic, retailing, category and private label trends driving changes in retailer performance.
- Identify each retailer's growth markets by country, and understand how successfully international expansion is being achieved through each profile's accessible cross-country comparisons.

<b>Europe</b>	<b>Asia</b>
Austria	China
Belgium	Hong Kong
Bulgaria	Japan
Croatia	Korea
Czech Republic	Malaysia
France	Philippines
Germany	Russia
Great Britain	Taiwan
Hungary	Thailand
Ireland	Vietnam
Italy	
<b>Netherlands</b>	<b>Americas</b>
Norway	Argentina
Poland	Brazil
Portugal	Central America
Serbia & Montenegro	Chile
Slovakia	Peru
Spain	USA
Sweden	
Switzerland	

## Company Profiles



Source: Intermarché Company Profile

Major international retailers continue to expand outside their home markets. Key players such as Carrefour and Wal-Mart have reported strong sales in China and are looking to increase investment in Europe, while Tesco has planned over 200 new stores outside the UK in 2005.

**Each of these new company profiles provides the definitive information on retailer performance by country**, and how this has changed historically. Understand the dynamics of how each in each country, the retailer is succeeding or falling behind in terms of key metrics such as market share, retail spend, penetration, customer loyalty and shopping frequency.

The profiles also shows country averages, to enable benchmarking of retailer performance not only between countries but also in comparison to competition in each country. **Based on in-depth 2004 panel data from europanel's network of country research offices, it gives an unparalleled insight into retailer activity across countries and historical performance relative to the previous year.**

## Unrivaled Intelligence...

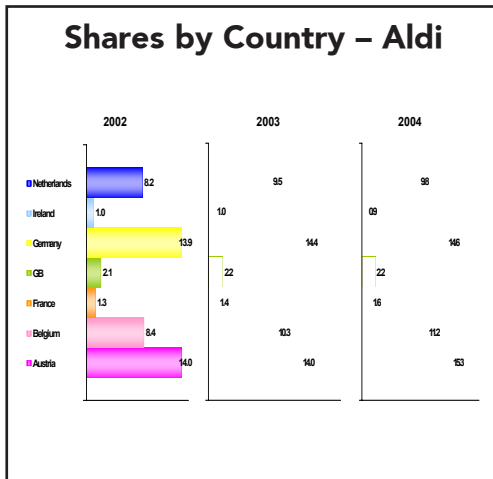


Source: Tesco Company Profile

**Each country retailing profile will provide you with:**

- An overview of global retailing trends, international expansion.
- Exclusive graphical analysis of retailer performance in each of their core country markets for 2003 and 2004 in terms of:
  - Retailer shares
  - Customer penetration
  - Customer loyalty
  - Customer shopping frequency
  - Private label trend
- A summary of key trends, outlining the main strengths, weaknesses, opportunities and threats for the retailer's international operations.

## Key questions answered in the Company Profile reports...



Source: Aldi Company Profile

- What are the key trends, now and in the future, driving change in the retail sector?
- In which countries is the retailer increasing market share and consumer penetration?
- How is consumer spend, shopping frequency and loyalty changing for the retailer in each country?
- To what extent is private label growing in each country?

## Each new report will provide you with...

### Lidl Summary

- Continuing to expand into more European countries (well ahead of Aldi), especially in central & eastern Europe
- Present in more countries than any other discounter (12 of those covered by this report)
- Growing everywhere, except for small decline in Spain (the Mercadona effect)
- Growth most notable in Portugal & Croatia (Kaufland) – due to increases in both penetration and spend per shopper (& so loyalty too)
- Penetration gains everywhere (including Spain) confirming their increased popularity amongst consumers & their investment in new stores
- Mixed performance on spend per shopper – declines in some countries including France & Ireland resulting in loyalty losses
- Private Label generally high and contributing more to the business in all countries – despite having the image of being more 'brand friendly' than other discounters

Source: Lidl Company Profile

- Global retailing overviews
- Market shares by country
- Penetration by country
- Spend per shopper by country
- Performance summary by country
- Customer loyalty by country
- Performance summary by country
- Key trends of the retailer

## Sample information from the company profile reports

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### Wal-Mart Summary

- Greatest strength is its scale – three times bigger in turnover than nearest rival Carrefour
- Still very heavily dependent on the USA (80% plus of turnover) with limited international presence (mainly other north American countries and UK)
- Now recognising the need to expand foreign business & focusing on Asia, especially the major markets of China & Japan.
- Also considered to be interested in other major European countries such as France & Spain (presumably by acquisition)
- Growing share at home in the USA, GB (buyer growth) & Argentina
- Still no share increases in Germany & losing share in Korea & Brazil. So international expansion is not successful everywhere
- Outside the USA penetration growth only in GB – declining in other countries
- Good loyalty growth in Argentina, but declining in Korea
- Private Label increasing in Germany, but down in Argentina

### Recent Developments

Few major acquisitions, but many retailers expanding (& some withdrawals):

1. **Carrefour**
  - Reports strong sales in China
  - Starts joint venture in Norway & another alliance in Italy
  - Invests heavily in prices in Taiwan
  - Buys more stores in Poland
  - Expansion of hypermarkets, supermarkets and discounters in Turkey (now No. 1)
  - Sells stores in Japan & Mexico
  - To invest £400 million in new stores in Spain this year
2. **Wal-Mart**
  - Strong sales in China
  - Reports 11% sales growth in 2004, but 18% growth outside the USA
  - Is reportedly eyeing expansion in Europe (Italy, France & Spain)
  - Further investment to increase stake in Seiyu in Japan
3. **Tesco**
  - Plans 207 new stores outside the UK in 2005 to accelerate international growth
  - Developing smaller stores in Hungary

## Country Profile Reports

### Argentina - Key Retailer Trends

#### Coto: Best performing Retailer

- Preserves pole position in loyalty at around 17%
- Second retailer in penetration level, and also second in frequency of purchase
- Leader in Spend per Shopper, clients spend €71 average.
- Share consumer profile with Carrefour, focusing on Medium and High social classes.

#### Disco: Future uncertain

- In 2004 lost 1.2% share by value.
- 5th position on penetration -21%-, losing this year 34% of households related to last year.
- Grocery (its core business) lost 2% of share this year.
- Uncertainty with future shareholders is affecting the evolution of the retailer.

#### Norte:

- Although it is still in the pole position and the Key Account with highest penetration, lost 10% of households in 2004.
- On the other hand, it increased 7% its average expenditure with a frequency of purchases of 18, compared to Coto with 22. In addition it has the same ticket than last year, €2.40.
- Norte achieved a loyalty increasing of 10% compared to 2003 and duplicated PL loyalty in this period.

Source: Argentina Country Profile

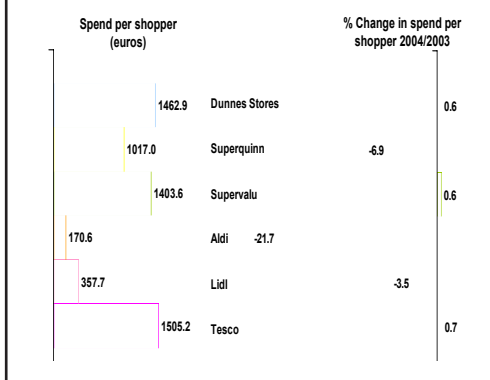
Grocery retailing still has enormous potential globally: the top 30 international retailers account for only 36% of the world's grocery trade. But success is not a given and some retailers, notably Ahold, have withdrawn some international stores.

**Each of these new country retailing profiles provides the definitive information on retailer performance, its consumer profile and how this has changed historically.** Understand the dynamics of how each retailer is succeeding or falling behind in terms of key metrics such as market share, retail spend, penetration, customer loyalty and shopping frequency.

The profiles provide the key data and trends on the retailing environment, enabling the benchmarking of retailer performance, strengths and weaknesses. **Each country profile provides detailed data on retailer market shares, penetration, spend per shopper, customer loyalty, customer shopping frequency and key private label trends, showing year on year change.**

## Unrivaled Intelligence...

### Republic of Ireland - Retailer Spend per Shopper

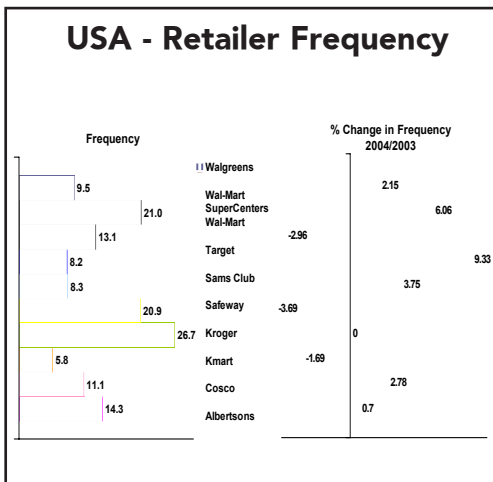


Source: Ireland Country Profile

Each country retailing profile will provide you with:

- An overview of global retailing trends, international expansion as well as country-specific economic, category and retailing trends.
- Exclusive graphical analysis of retailer performance in the country for 2003 and 2004 in terms of: retailer shares, retailer penetration, spend per shopper, customer loyalty, shopping frequency and private label trends.
- Unique data showing the demographic breakdown of consumers for each retailer, in terms of social class, age of housewife, household size and presence of children.

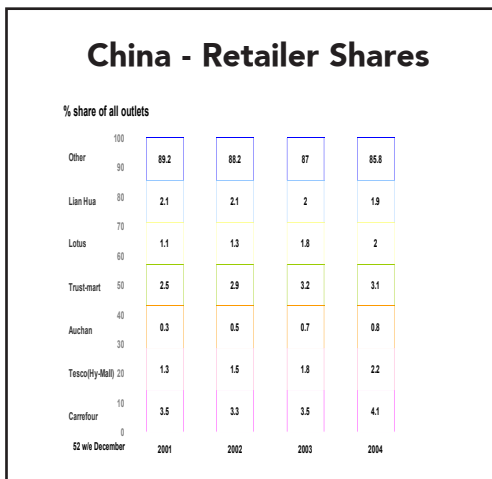
## Key questions answered in the Country Profile reports...



Source: USA Country Profile

- What are the key trends, now and in the future, driving change in the retail sector?
- Which retailers are increasing market share and consumer penetration?
- How is consumer spend, shopping frequency and loyalty changing for each retailer?
- To what extent is private label growing in each retailer?
- What is the consumer breakdown of each retailer?

## The reports will provide you with...



Source: China Country Profile

- Global retailing overview
- Economic trends
- Category trends
- Key retailer trends
- Private label trends
- Retailer shares
- Retailer penetration
- Retailer spend per shopper by retailer
- Retailer performance summary
- Customer loyalty by retailer
- Customer shopping frequency by retailer
- Private label shares by retailer
- Demographic analysis - Social class
- Demographic analysis - Age of housewife
- Demographic analysis - Household size
- Demographic analysis - Presence of children

\* NB: Not all reports include all chapters - Contact our customer services team for more details on specific countries

## Sample slides from the Country Profile reports

### Poland - Economic Trends

Unemployment remains at very high level – 19.1 % on average, but in a few regions of Poland exceeded 25 % in 2004. The biggest group among unemployed people was the youngest - up to 24 years old at 24 %, and 25-34 years old at 28 %. Over a half of the total number of jobless Poles remained unemployed for over 1 year.

The latest GfK studies in the purchasing power in Poland and in Germany show that purchasing power of Polish consumers is five times smaller than that of German ones. Average net income of Polish households in 2004 amounted to 3,150 Euros.

### Retailer Shares – Poland

% share of all outlets

	2003	2004
OTHER	72.7	64
POLITRA BV	N/A	0.1
LIDL-SCHWARZ	1.5	3.2
JERONIMO MARTINS	5.1	6.8
E'LECLERC	0.9	1.1
INTERMARCHE	0.8	1.1
CASINO	2.9	3.4
TENGELMANN	1.4	1.6
AHOLD	2	2.4
REWE	1.1	1.4
METRO	3.3	4.5
TESCO	3.4	4.5
AUCHAN	2.5	2.8
CARREFOUR	2.4	3.3
52 w/e December.	2003	2004