

TABLE OF CONTENTS

EXECUTIVE SUMMARY	5	4.8 Percentage allocation of supermarket stores, population & G.N.P, per geographical region.....	67
INTRODUCTION	7	4.9 Supermarket chains stores structure, per size chain store(2022).....	68
1. GENERAL INFORMATION	8	4.10 Financial analysis of the industry (2012-2021)...	69
1.1 Industry definition.....	9	4.11 Groups of companies financial indicators comparison (2021).....	76
1.2 Basic supermarket categories.....	10	4.12 Consolidated balance sheet Assets-Liabilities structure of supermarket chains.....	78
1.3 Industry general facts & figures.....	11	4.13 Supermarket chains financial results growth...	79
2. INSTITUTIONAL FRAMEWORK	12	4.14 Comparative assessment of leading supermarket chains financial indicators (2021).....	83
3. DEMAND	21	5. VALUATION OF COMPANIES OF THE INDUSTRY	87
3.1 Determinants of demand.....	22	5.1 Valuation methodology.....	88
3.2 Analysis of selected determinants of demand.....	25	5.2 Valuation of companies of the industry (2017-2021).....	89
4. SUPPLY	51	6. MARKET	90
4.1 Major supermarket chains.....	53	6.1 Domestic supermarket chains market size (2012-2021).....	91
4.2 Turnover growth of the supermarket chains (2017-2021)	56	6.2 Per capita consumption of supermarket chain products (2012-2021).....	92
4.3 Ranking of supermarket chains based on turnover 2021.....	60	6.3 Cumulative market concentration degree of supermarket chains (2019-2021).....	93
4.4 Ranking of major supermarket groups based on turnover 2021.....	62	6.4 Domestic market size of e-commerce supermarket products.....	94
4.5 Main groups of common markets.....	63		
4.6 Supermarket stores indicators, per geographical Region (2022).....	64		
4.7 Supermarket stores indicators, per geographical County (2022).....	65		

TABLE OF CONTENTS

6.5 Retail indicators	95	7.13 Online supermarket purchases in USA.....	123
6.6 OTC purchases in supermarket	96	8. CONCLUSIONS - PROSPECTS	124
6.7 Factors affecting prices from Retail and FMCG companies.....	98	8.1 SWOT Analysis.....	125
6.8 Franchising as a method of expanding.....	99	8.2 Main Findings - Prospects.....	126
6.9 Porter’s five forces.....	101	APPENDIX	
7. INTERNATIONAL MARKET	110	Financial indicators of companies of the industry (2012-2021).....	128
7.1 Turnover growth of the major 50 international supermarket chains.....	109	A. Capital structure and financial leverage indicators.....	129
7.2 Retail turnover growth indicator in EU-27.....	110	B. Liquidity indicators.....	183
7.3 Retail turnover growth indicator in not specialized stores, for selected EU-27 countries.....	111	C. Activity indicators.....	210
7.4 Retail turnover growth indicator in specialized stores, for selected EU-27 countries.....	112	D. Performance indicators.....	264
7.5 The market in U.S.A.....	113	Financial formulas.....	309
7.6 The market in United Kingdom.....	114	SOURCES & BIBLIOGRAPHY	310
7.7 The market in Germany.....	116		
7.8 The market in France.....	117		
7.9 The market in Spain.....	119		
7.10 The market in Italy.....	120		
7.11 The market in Portugal.....	121		
7.12 Online purchases in international market.....	122		