

Table of contents

EXECUTIVE SUMMARY	5	5. MARKET	54
INTRODUCTION	7	5.1. Domestic supermarket market size (2009-2014).....	55
1. GENERAL INFORMATION	8	5.2. Domestic mini-market and kiosks market size(2009-2014).....	56
1.1. Industry definition.....	9	5.3. Comparison of supermarkets and other retail channels	57
1.2. Basic supermarket categories.....	10	5.4. Supermarket chains market share(2013).....	59
1.3 Industry general facts & figures.....	11	5.5. Turnover growth of major supermarket chains(2009-2013).....	60
2. INSTITUTIONAL FRAMEWORK	12	5.6. Retail indicators(2009-2014).....	62
3. DEMAND	16	5.7 Franchising as a method of expanding.....	63
3.1. Determinants of demand.....	17	5.8. Porter’s five forces.....	64
3.2. Analysis of selected determinants of demand..	19	6. INTERNATIONAL MARKET	67
4. SUPPLY	31	6.1 Trends in the international supermarket market..	68
4.1. Major supermarket chains.....	33	6.2 Sales development of the 50 largest supermarket chains, worldwide.....	69
4.2. Supermarket stores indicators, per county(2014).....	36	6.3 The market in the U.S.A.....	70
4.3. Percentage allocation of supermarket stores, population & G.N.P, per geographical region(2014).....	38	6.4 The market in the United Kingdom.....	71
4.4. Supermarket chains structure, per store number.....	39	6.5 The market in Germany.....	74
4.5. Financial analysis of the industry(2009-2013).....	40	6.6 The market in France.....	75
4.6. Comparative financial assessment of leading companies (2013).....	50	6.7 The market in Spain.....	76
		6.8 The market in Italy.....	77

Table of contents

6.9 The market in Portugal.....	78
7. CONCLUSIONS-PROSPECTS	79
7.1. SWOT analysis.....	80
7.2. Main findings and prospects.....	81
APPENDIX	
Financial indicators of major processing sectors’ enterprises(2009-2013).	84
A. Capital structure and financial leverage indicators	85
B. Liquidity indicators.....	115
C. Activity indicators.....	133
D. Performance indicators.....	163
Financial formulas.....	193
SOURCES & BIBLIOGRAPHY	194