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ESM

INCORPORATING PRIVATE LABEL EUROPE

EUROPEAN SUPERMARKET MAGAZINE

Connecting Buyers & Suppliers

INSIDE DIXY GROUP

ESM Meets Chief Executive Pedro Pereira Da Silva

Fresh Thinking

EXAMINING THE LATEST TRENDS IN FRESH PRODUCE

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Sweet Dreams

How Retailers Are Looking To Boost Confectionery Sales

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Benckiser, Unilever and others on a consistent NPD push.

However it is in the nascent private label sector that retailers see the most opportunity to grow sales. Speaking at the WABEL Household and Personal Care Summit 2016 in October, Sander den Boer, research analyst at Euromonitor International outlined the opportunities for private label suppliers in what is a growing market. Measuring private label penetration in Spain, Germany, the UK, France and Italy, Euromonitor found that Home Care private label is increasing across the board, even if overall PL penetration is at varying rates (Spain has approximately twice the percentage of private label home care as Italy). This is the same in different categories; in Laundry Care, for example, private label accounts for approximately 25% of the market; however, this is growing at a faster rate than that of big brands.

When it comes to Household Products, retailers hold the "golden chalice", den Boer explained - they have control of the channel, of the shelf space, and can engage in novel promotions to draw consumers to the category. Many retailers are positioning their own-brand Home Care products at the budget end of the market - even high profile retailers such as the UK's Waitrose offer a laundry liquid that is valued at just £0.12 per wash, compared to £0.28 per wash for a leading brand. Many have also developed niche product variants within their offering - eco-friendly detergents, for example.

Consumer Needs

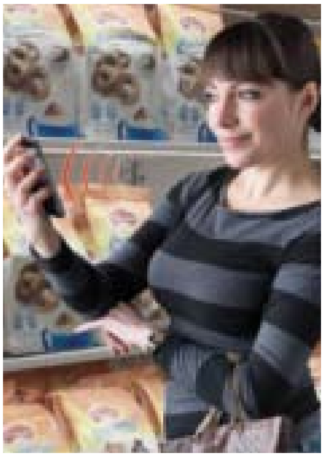
There are also opportunities to tap into individual consumer needs. Migration towards cities has meant that more consumers are conducting 'little and often' shopping trips, rather than a 'big shop' once a week - manufacturers of household products should consider the introduction of more economy-sized packs to reflect this.

In addition, an ageing population in many European markets means that manufacturers should consider making their products more user-friendly - the rise of 'tabs' in the laundry and dishwasher market is an example of this. Lastly, safety is always a pertinent issue when it comes to Home Care, particularly in households with children. Companies such as Bitrex, manufacturer of the 'bitterest substance in the world', are increasingly working with manufacturers to prevent accidental consumption.

Now, more than ever, manufacturers have the opportunity to 'clean up' from the Household Products category. ■

Cefla's Smart Shelving System Enables Tailor-Made In-Store Marketing

ITALY



The Smart Shelving System, designed and produced by Cefla Shopfitting, broadens proximity marketing potential by giving retailers tailor-made technology that lets them set up and control major promotional and interactive campaigns via an innovative indoor navigation module.

Provided with its own independent power supply, the Smart Shelving System interacts with retailer apps using beacons, small devices that use Bluetooth low-energy technology to transmit information and content to customers' smartphones and tablets. These beacons are powered by a 24V system incorporated in the display.

Retail shelving dimensions also play a key role. The Smart Shelving System offers vertical and horizontal 'compression' to provide significant space savings and greater convenience, as the top shelf can be lowered considerably to make picking easier for the customer.

For more information, visit www.cefla.com.

Italian Grocery-Store Count Up By A Third In Ten Years

ITALY

The number of food retail stores in Italy has grown by 33% over the past ten years, but food consumption has dropped by 10% in the same period, according to the *Coop Report 2016*.

In 2015, the total size of the sales area grew by 109,000 square metres (+0.6%), after a decrease in the two previous years. However, the retail network has been reduced by 591 units (mainly smaller stores in the south of the country).

Superstores are the only format with a stable growth in productivity in recent years, with sales of €8,400 per square metre in 2015.

The Italian food retail market is one of the most competitive in Europe, as the top five players hold a 52% share, compared to 62% in Spain, 73% in France, 68% in Germany and 76% in the UK. Discount stores are the only format to see a growth in market share, to 16% (up from 15% in 2014), more than double that of hypermarkets.