

# ESM

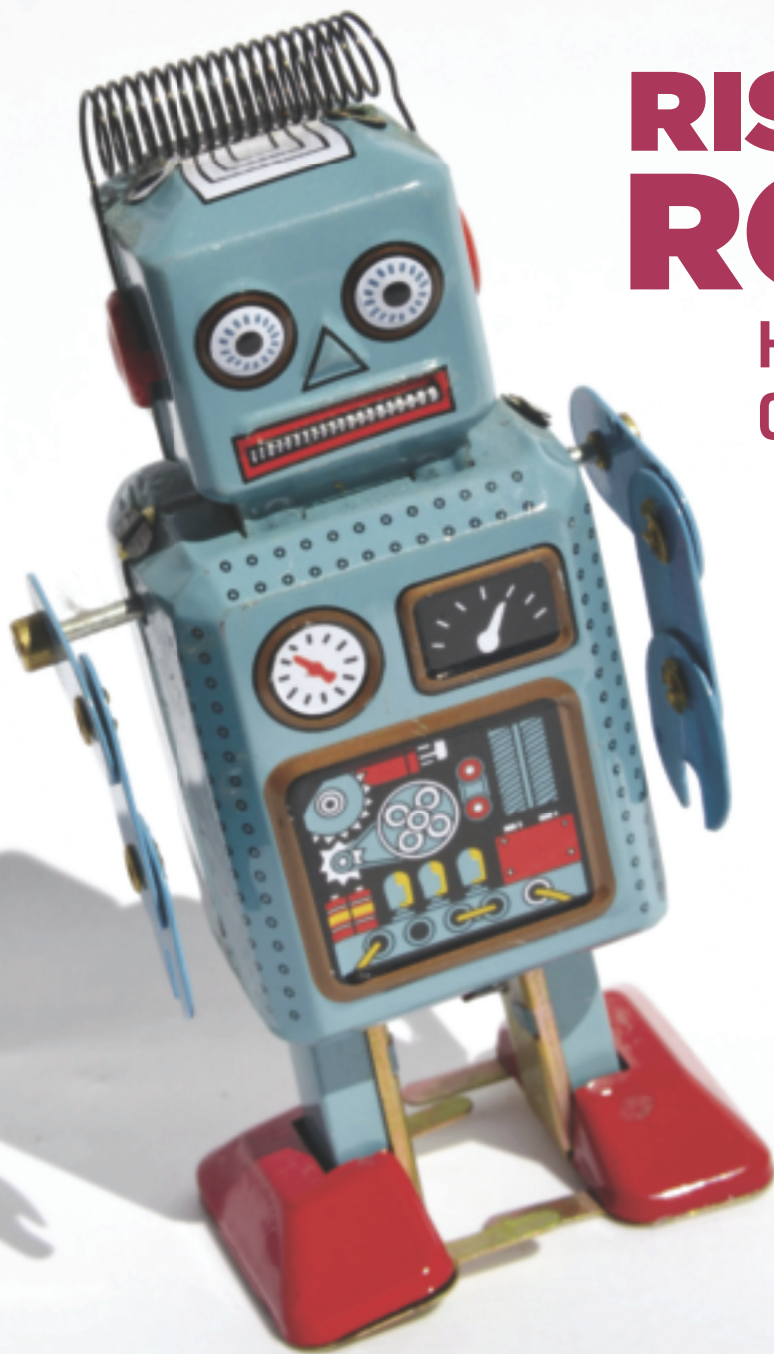


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## Spar Netherlands Rolls Out Stores At Texaco Stations

### NETHERLANDS

Spar Netherlands has announced that it is rolling out its Spar Express stores at Texaco filling stations in the country, following a successful pilot phase. From early 2018, around 130 new Spar Express outlets will be added exclusively to Texaco stations in the Netherlands, with plans to re-brand two stores a week. The group plans to complete the conversion by mid-2019.

Spar says that stores located along motorways will focus mainly on food-to-go and convenience products, while stores in residential areas will have a wider choice of groceries. Spar began trialling its Express store concept in the Netherlands earlier this year, in partnership with fuel provider EG Group.

"By choosing Spar Express, we are joining forces with a strong and modern retail brand that has a keen focus on convenience," said



Jack Dolman, managing director of EG Retail Benelux. "Together with our other brand partners such as Subway and Lavazza, we offer a strong proposition, one that meets the expectations of modern consumers at service stations in the Netherlands."

Sjaak Kranendonk, former managing director of Spar Netherlands, added that this expansion plan will increase the visibility and awareness of the Spar brand in the country.

## Carrefour Loses Ground To E. Leclerc In French Market

### FRANCE

The latest Kantar Worldpanel market share data for France indicates that E. Leclerc remains the market leader, holding 21.0% share for the four-week period to 24 December; the same market share it held this time last year. Carrefour, on 20.5% share, has lost 20 basis points' worth of ground on its key rival since this time last year, however.

In third place, again on the same market share level as this time last year (14.4%) is Intermarché. Kantar Worldpanel said that Intermarché was one of the 'big winners' at the end of 2017, as a result of more loyal customers and on the back of a strong TV advertising presence towards the end of the year.

Groupe Casino sits on 11.4% market share (the same as last year), while Auchan (10.6%) and Système U (10.5%) are pretty much neck and neck, the data shows. Lidl, which holds 5.4% market



share, a 20 basis points increase on the same period in 2017, was another winner during the period, with an additional 200,000 shoppers visiting its stores.

Notably, Kantar Worldpanel also said that the online channel is one of the 'most dynamic' in France at present, accounting for 5.8% of general retail sales in 2017, an increase of 40 basis points on the previous year.

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