

Poland

Discounter Battles in Poland

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Jeronimo Martins' discount banner Biedronka is continuously in price and promotional battles with rival Lidl; but smaller sales areas and increasing SKU counts have led to shelves overflowing with merchandise.

Discounters in Poland are increasingly evolving their formats towards the supermarket model. However, not all of the key players – Biedronka, Lidl, Aldi Nord and Netto – will be able to keep up with shifting consumer preferences. With shoppers expecting a broader choice of branded items and higher product quality, all channel players have increased their SKU count by up to 50% in recent years.

As a result, the latest store concepts are more advanced than in many Western countries. At the same time, the larger share of branded items has made the discount model vulnerable to promotional attack from other channels. Therefore, market leader Biedronka and follower Lidl are working to reinvent their sales concepts in a head-to-head race, while simultaneously battling for price leadership. Long-established Aldi Nord, the latecomer in this new game of 'supermarketisation', is moving fast, but without a realistic chance to gain a significant position at a national level.

Get the LZ Retailytics Analysts' Report
"Discounter Battles in Poland" ›



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Opinion

Get the Full Picture!

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We have just published [our Analyst View paper](#) on the situation and development of the discount channel in Poland, a subject which has been attracting increased attention lately. Get it [here](#) for free.



LZ Retailytics

This report provides a market overview; the positioning of the main players within the channel; and the implications of the evolution of the discounters, from their initial price-oriented no-frills concepts, towards increased 'supermarketisation'.

The report will also provide you with an analysis and evaluation of the current market situation in the channel and speculates on future developments. Included in the scope are the retail dynamics of the leading discount players: Biedronka (Jeronimo Martins), Lidl (Schwarz Group), Netto (Dansk Supermarked) and Aldi (Aldi Nord). Quantitative and qualitative information used in the paper has been extracted from the LZ Retailytics database.

Full data, insights and market overviews for all European countries are available in real-time to all LZ Retailytics subscribers, at the touch of a button. We provide training and interactive workshops on the development of the Polish discount channel specifically; and the country's retail landscape in general – as well as other CEE markets – to support you and your teams to better understand the context in which you are operating. Contact us to discuss your requirements in detail so that we can propose a tailored solution.

