

# TRADE MAGAZIN – THE 2017 RETAILER RANKING

## THE TOP 11 FMCG RETAILERS IN HUNGARY

Store type:	Number of stores in 2017:	Retailer's name:	Total gross sales: billion HUF million EUR	
			2016	2017
<b>1. TESCO</b>				
Total	<b>206</b>		<b>781.5</b>	<b>808.8*</b>
			<b>€ 2539.7</b>	<b>€ 2573.2*</b>
HM	112	TESCO		
SZM	35	TESCO SZUPERMARKET, S-MARKET		
CONV	59	TESCO EXPRESSZ		

<b>2. COOP</b>				
Total	<b>4910</b>		<b>582.0</b>	<b>604.0</b>
			<b>€ 1871.3</b>	<b>€ 1947.5</b>
SZM	365	SZUPER		
ÉB	1170	MINI		
ÉB	982	ABC		
ÉB	2347	NEM COOP KISBOLT		
C+C	46	ADU		

<b>3. SPAR</b>				
Total	<b>519</b>		<b>516.5</b>	<b>562.5</b>
			<b>€ 1660.6</b>	<b>€ 1813.6</b>
HM	33	INTERSPAR		
SZM	327	SPAR		
SZM	17	CITY SPAR		
NK	25	SPAR PARTNER		
NK	38	SPAR MARKET		
NK	11	LUKOIL-DESPAR		
NK	68	OMV-SPAR EXPRESS		

Store type:	Number of stores in 2017:	Retailer's name:	Total gross sales: billion HUF million EUR	
			2016	2017
<b>4. CBA</b>				
Total	<b>2086</b>		<b>503.0</b>	<b>508.0</b>
			<b>€ 1617.3</b>	<b>€ 1638.0</b>
NSZM	11	CBA, PRÍMA		
SZM, ÉB	984	CBA, PRÍMA CENT		
ÉB	1091	CBA CÉL, PARTNER		

<b>5. LIDL</b>				
D	<b>169</b>	LIDL	<b>383.7</b>	<b>450.0</b>
			<b>€ 1242.9</b>	<b>€ 1439.8</b>

<b>6. REÁL</b>				
Total	<b>2049**</b>		<b>390.4*</b>	<b>398.2*</b>
			<b>€ 1255.2*</b>	<b>€ 1283.9*</b>
SZM C+C	490**	REÁL ÉLELMISZER, REÁL PRÉMIUM, REÁL C+C		
ÉB	1559**	REÁL PONT		

<b>7. AUCHAN</b>				
Total	<b>20</b>		<b>350.4</b>	<b>363.5</b>
			<b>€ 1126.6</b>	<b>€ 1172.0</b>
HM	19	AUCHAN		
SZM	1	AUCHAN		

<b>8. PENNY MARKET</b>				
D	<b>215</b>	PENNY MARKET	<b>233.3*</b>	<b>260.1*</b>
			<b>€ 750.1*</b>	<b>€ 838.7*</b>

<b>9. ALDI</b>				
D	<b>129</b>	ALDI	<b>167.8</b>	<b>208.0*</b>
			<b>€ 539.5</b>	<b>€ 670.7*</b>

Store type:	Number of stores in 2017:	Retailer's name:	Total gross sales: billion HUF million EUR	
			2016	2017
<b>10. DM</b>				
DR	<b>259</b>	DM	<b>85.5</b>	<b>93.9</b>
			<b>€ 276.5</b>	<b>€ 301.8</b>

<b>11. ROSSMANN</b>				
DR	<b>205</b>	ROSSMANN	<b>68.0</b>	<b>78.4</b>
			<b>€ 218.6</b>	<b>€ 252.9</b>

### NOTES and MARKINGS EXPLAINED:

TESCO's gross sales in 2016: it refers to the March 2016-February 2017 financial year, while in the case of 2017 it refers to the March 2017-February 2018 period.

The number of COOP stores includes 2,420 non-COOP chain stores in 2016 and 2,347 non-COOP chain stores in 2017, sales by which form part of the annual gross sales performance.

LIDL sales in 2016: it refers to the April 2016-March 2017 financial year, while in the case of 2017 it refers to the April 2017-March 2018 period.

AUCHAN's sales data refer to January-December periods in the case of both 2016 and 2017 and contain gross sales including motor fuels, in accordance with IFRS standards.

Sales by DM in 2016: it refers to the October 2015-September 2016 financial year, while in the case of 2017 it refers to the October 2016-September 2017 period.

Sales by DM in the October 2016-March 2017 period amounted to gross HUF 46.4 billion, while in the October 2017-March 2018 period they were gross HUF 51.2 billion.

When calculating the sales data in EUR, we used the exchange rate of the Central Bank of Hungary (MNB) valid on 31 December 2016 (HUF/EUR 311.02) and on 31 December 2017 (HUF/EUR 310.14).

When calculating TESCO's sales data in EUR, we used the exchange rate of the Central Bank of Hungary (MNB) valid on 28 February 2017 (HUF/EUR 307.71) and on 28 February 2018 (HUF/EUR 314.28).

When calculating LIDL's sales data in EUR, we used the exchange rate of the Central Bank of Hungary (MNB) valid on 31 March 2017 (HUF/EUR 308.7) and on 31 March 2018 (HUF/EUR 312.55).

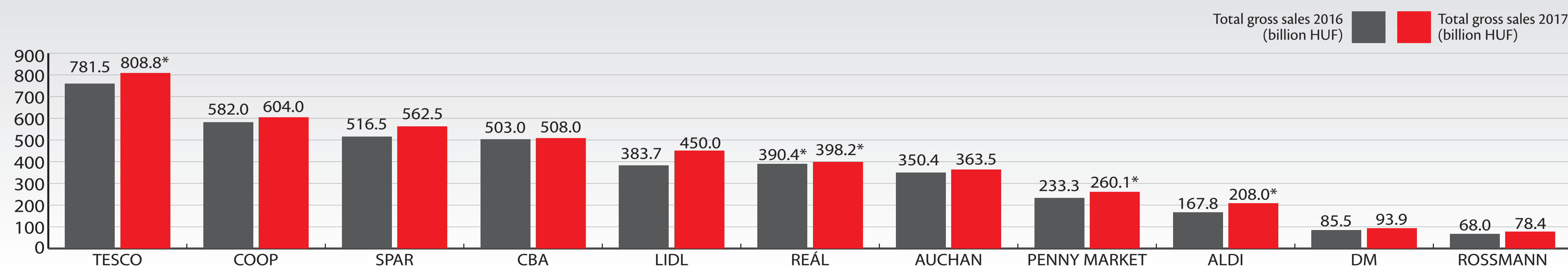
When calculating DM's sales data in EUR, we used the exchange rate of the Central Bank of Hungary (MNB) valid on 30 September 2016 (HUF/EUR 309.15) and on 30 September 2017 (HUF/EUR 311.23).

**C+C** cash and carry      **DR** drugstore      **NK** wholesale  
**CONV** convenience      **ÉB** grocery store      **NSZM** large supermarket  
**D** discount supermarket      **HM** hypermarket      **SZM** supermarket

Data contained in the table were provided by the retailers themselves.

Sales data marked with \* are estimations made by Trade magazin, based on the 2016 retailer ranking of Trade magazin and on the 2016 and 2017 tax declarations of the companies, taking into consideration - with the help of experts - the changes in market conditions which have occurred since then.

Store number data marked with \*\* weren't provided by the given retail chain.



Published by Grabowski Kiadó Kft.  
 1037 Budapest, Bécsi út 269. III. emelet  
 (Bécsi úti Irodaház)  
 Telefon: +36 30 826 4158  
 Fax: +36 1 480 1036  
 E-mail: info@trademagazin.hu  
 www.trademagazin.hu

Trade magazin is the market leader b2b FMCG magazine in Hungary, whose mission is to provide decision-makers in the sector with business information 9 times a year, in 20,000 copies. Every day the magazine also sends out a newsletter in Hungarian and English language.

