

TRADE MAGAZIN – THE 2018 RETAILER RANKING

THE TOP 11 FMCG RETAILERS IN HUNGARY

Store type:	Number of stores in 2018:	Retailer's name:	Total gross sales: billion HUF million EUR	
			2017	2018
1. TESCO				
Összesen	204		763,2	769,0*
			€ 2428,4	€ 2430,5*
HM	112	TESCO		
SZM	35	TESCO SZUPERMARKET, S-MARKET		
CONV	57	TESCO EXPRESSZ		

2. COOP				
Összesen	4676		604,0	627,0
			€ 1947,5	€ 1959,0
SZM	326	SZUPER		
ÉB	1139	MINI		
ÉB	964	ABC		
ÉB	2206	NEM COOP KISBOLT		
C+C	41	ADU		

3. SPAR				
Összesen	555		562,5	617,6
			€ 1813,6	€ 1921,1
HM	33	INTERSPAR		
SZM	328	SPAR		
SZM	20	CITY SPAR		
NK	26	SPAR PARTNER		
NK	46	SPAR MARKET		
NK	17	SPAR DESPAR		
NK	85	SPAR EXPRESS		

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			2017	2018
4. LIDL				
D	178	LIDL	450,0	549,0
			€ 1439,8	€ 1735,2
5. CBA				
Összesen	2021		508,0	527,0
			€ 1638,0	€ 1631,1
NSZM	12	PRÍMA		
SZM, ÉB	949	CBA, PRÍMA, CBA CENT		
ÉB	1060	CBA, CÉL, CBA PARTNER		

6. REÁL				
Összesen	1529**		398,2*	416,1*
			€ 1283,9*	€ 1294,3*
SZM, C+C	450**	REÁL ÉLELMISZER, REÁL PRÉMIUM, REÁL C+C		
NSZM	1	REÁL ALFA		
ÉB	1078**	REÁL PONT		

7. AUCHAN				
Összesen	24		363,5	390,1
			€ 1172,0	€ 1203,3
HM	19	AUCHAN		
SZM	3	AUCHAN		
NSZM	2	AUCHAN		

8. PENNY MARKET				
D	218	PENNY MARKET	260,1*	292,2
			€ 838,7*	€ 908,8

9. ALDI				
D	138	ALDI	208,0*	256,0*
			€ 670,7*	€ 796,2*

Store type:	Number of stores in 2018:	Retailer's name:	Total gross sales: billion HUF million EUR	
			2017	2018
10. DM				
DR	260	DM	93,9	103,4
			€ 301,8	€ 319,5

11. ROSSMANN				
DR	215	ROSSMANN	78,4	89,1
			€ 252,9	€ 277,1

NOTES and MARKINGS EXPLAINED:

TESCO's gross sales in 2017: it refers to the March 2017-February 2018 financial year, while in the case of 2018 it refers to the March 2018-February 2019 period.

The number of COOP stores includes 2347 non-COOP chain stores in 2017 and 2206 non-COOP chain stores in 2018, sales by which form part of the annual gross sales performance.

Lidl's sales in 2017: it refers to the April 2017-March 2018 financial year, while in the case of 2018 it refers to the March 2018-February 2019 period.

Auchan's sales data refer to January-December periods in the case of both 2017 and 2018, and contain gross sales including motor fuels, in accordance with IFRS standards.

Sales by dm in 2017: it refers to the October 2016-September 2017 financial year, while in the case of 2018 it refers to the October 2017-September 2018 period.

Sales by dm in the October 2017-March 2018 period amounted to gross HUF 51,2 billion, while in the October 2018-March 2019 period it was gross HUF 55,3 billion.

When calculating the sales data in EUR, we used the exchange rate of the Central Bank of Hungary (MNB), valid on 31 December 2017 (310,14 HUF/EUR) and on 31 December 2018 (321,51 HUF/EUR).

When calculating TESCO's sales in EUR, we used the exchange rate of the Central Bank of Hungary (MNB), valid on 28 February 2018 (314,28 HUF/EUR) and on 28 February 2019 (316,39 HUF/EUR).

When calculating Lidl's sales in EUR, we used the exchange rate of the Central Bank of Hungary (MNB), valid on 31 March 2018 (312,55 HUF/EUR) and on 28 February 2019 (316,39 HUF/EUR).

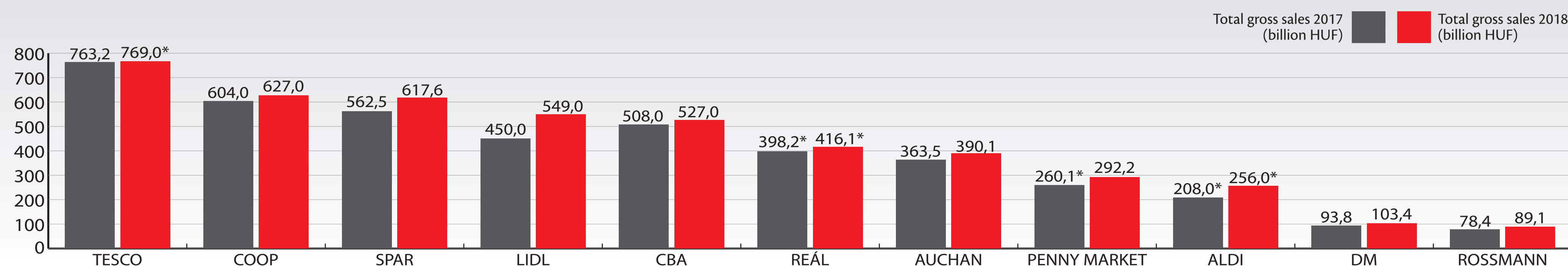
When calculating dm's sales in EUR, we used the exchange rate of the Central Bank of Hungary (MNB), valid on 30 September 2017 (311,23 HUF/EUR) and on 30 September 2018 (323,78 HUF/EUR).

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.

Sales data marked with * are estimates made by Trade magazin, based on Trade magazin's 2017 retailer ranking and on the 2017-2018 tax declarations of the companies, taking into consideration the changes in market conditions, with the involvement of experts.

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



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