

TRADE MAGAZIN – THE 2020 RETAILER RANKING

THE TOP 11 FMCG RETAILERS IN HUNGARY

	Store type:	Number of stores in 2020:	Change in store number	Retailer's name:	Total gross sales: billion HUF million EUR	
					2019	2020
1. LIDL					685.0	823.7*
D		186	↑	LIDL	€ 2015.4	€ 2281.7*
2. SPAR					679.6	738.9
Total		588	↑		€ 2056.0	€ 2023.6
HM		34		INTERSPAR		
SZM		324		SPAR		
SZM		23		CITY SPAR		
NK		30		SPAR PARTNER		
NK		58		SPAR MARKET		
NK		34		SPAR DESPAR		
NK		85		SPAR EXPRESS		
3. TESCO					736.0	737.5*
Total		201	↓		€ 2165.5	€ 2042.9*
HM		112		TESCO		
SZM		35		TESCO SZUPERMARKET, S-MARKET		
CONV		54		TESCO EXPRESSZ		

	Store type:	Number of stores in 2020:	Change in store number	Retailer's name:	Total gross sales: billion HUF million EUR	
					2019	2020
4. COOP					643.0	654.0
Total	4063	↓		€ 1945.4	€ 1791.1	
SZM	303		SZUPER			
ÉB	1043		MINI			
ÉB	900		ABC			
ÉB	1780		NON-COOP STORE			
C+C	37		ADU			
5. CBA					538.0	542.0
Total	1987	↓		€ 1627.7	€ 1484.4	
NSZM	12		PRÍMA			
SZM, ÉB	918		CBA, PRÍMA, CBA CENT			
ÉB	1057		CBA, CÉL, CBA PARTNER			
6. REÁL					426.9*	428.0*
Total	1189**	↓		€ 1291.6*	€ 1172.2*	
SZM, C+C	388		REÁL ÉLELMISZER, REÁL PRÉMIUM, REÁL C+C			
NSZM	1		REÁL ALFA			
ÉB	800**		REÁL PONT			

	Store type:	Number of stores in 2020:	Change in store number	Retailer's name:	Total gross sales: billion HUF million EUR	
					2019	2020
7.	AUCHAN				394.9	422.5
	Total	24	—		€ 1194.8	€ 1157.1
	HM	19		AUCHAN		
	SZM	3		AUCHAN		
	NSZM	2		AUCHAN		
8.	PENNY MARKET				326,8	372.9
	D	226	↑	PENNY MARKET	€ 988.7	€ 1021.4
9.	ALDI				300.0*	357.0*
	D	147	↑	ALDI	€ 907.7*	€ 977.7*
10.	DM				112,1	122.0
	DR	262	↑	DM	€ 335.0	€ 334.5
11.	ROSSMANN				95.8	105.5
	DR	222	↑	ROSSMANN	€ 289.8	€ 288.9

NOTES:

The Retailer Ranking is based on the sales revenues indicated in forints. Sales revenues indicated in euros are for international information purposes only, and it is important to take into consideration the fact that due to the unstable nature of the HUF/EUR exchange rate, the list contains conversions based on the exchange rate issued by the Central Bank of Hungary (MNB) on the last day of the month when the given company closes the financial year.

When calculating the sales revenue of retail chains, we used the exchange rate of the Central Bank of Hungary (MNB) valid on 31 December 2019 (HUF/EUR 330.52) and on 31 December 2020 (HUF/EUR 365.13).

LIDL's sales revenue in 2018: it refers to the March 2018-February 2019 financial year, while in the case of 2019 it refers to the March 2019-February 2020 period.

When calculating LIDL's sales revenue, we used the exchange rate of the Central Bank of Hungary (MNB) valid on 28 February 2020 (HUF/EUR 339.88) and on 28 February 2021 (HUF/EUR 361.01).

TESCO's gross sales revenue in 2019: it refers to the March 2019-February 2020 financial year, while in the case of 2020 it refers to the March 2020-February 2021 period.

When calculating TESCO's sales revenue, we used the exchange rate of the Central Bank of Hungary (MNB) valid on 28 February 2020 (HUF/EUR 339.88) and on 28 February 2021 (HUF/EUR 361.01).

The number of COOP stores includes 2,095 stores in 2019 and 1,780 stores in 2020 that don't belong to the COOP chain, the sales revenues of which were used in calculating the annual gross sales revenue of the retail chain.

AUCHAN's sales revenue refers to January-December periods in the case of both 2019 and 2020 and contains gross sales including motor fuels, in accordance with IFRS standards.

Sales revenue of DM in 2019: it refers to the October 2018-September 2019 financial year, while in the case of 2020 it refers to the October 2019-September 2020 period.

Sales revenue of DM in the October 2019-March 2020 period was gross HUF 63.7 billion, while in the October 2020-March 2021 period it was gross HUF 64.6 billion.

When calculating DM's sales revenue, we used the exchange rate of the Central Bank of Hungary (MNB) valid on 30 September 2019 (HUF/EUR 334.65) and on 30 September 2020 (HUF/EUR 364.65).

MARKINGS EXPLAINED:

C+C cash and carry
CONV convenience
D discount supermarket

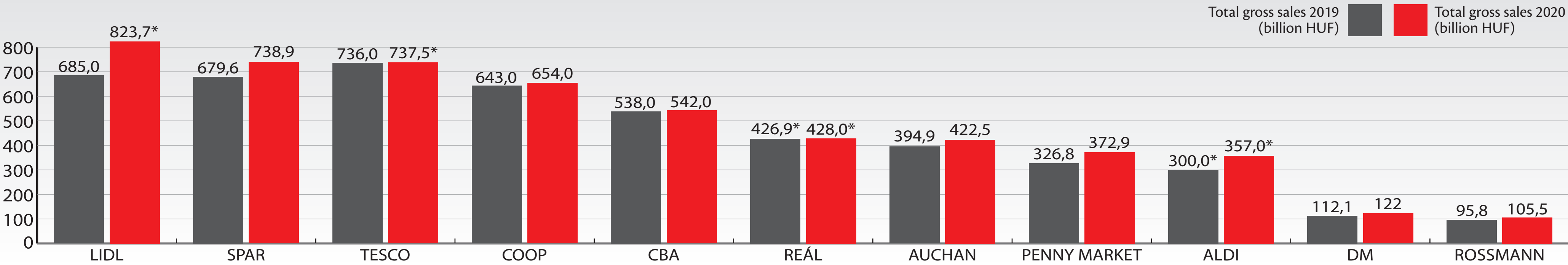
DR drugstore
ÉB grocery store
HM hypermarket

NK wholesale
NSZM large supermarket
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 2019 retailer ranking and on the 2019-2020 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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