

TRADE MAGAZIN – THE 2021 RETAILER RANKING

THE TOP 12 FMCG RETAILERS IN HUNGARY

Retailer's name	Number of stores in 2020	Number of stores in 2021	Store type	Total gross sales (billion HUF/million EUR)	
				2020	2021
1. LIDL				823,7	921,8*
LIDL	186	191	D	€ 2281,7	€ 2492,6*
2. SPAR				738,9	791,8
	588	614		€ 2023,6	€ 2145,9
INTERSPAR	34	35	HM		
SPAR	324	320	SZM		
CITY SPAR	23	25	SZM		
SPAR PARTNER	30	34	NK		
SPAR MARKET	58	64	NK		
LUKOIL-DESPAR	34	51	NK		
OMV-SPAR EXPRESS	85	85	NK		
3. TESCO				722,0	765,0*
	201	198		€ 1999,9	€ 2068,7*
TESCO	112	112	HM		
TESCO SZUPERMARKET, S-MARKET	35	33	SZM		
TESCO EXPRESSZ	54	53	CONV		

Retailer's name	Number of stores in 2020	Number of stores in 2021	Store type	Total gross sales (billion HUF/million EUR)	
				2020	2021
4. COOP				654,0	674,0
	4063	3939		€ 1791,1	€ 1826,6
SZUPER	303	297	SZM		
MINI	1043	1032	ÉB		
ABC	900	864	ÉB		
NEM COOP KISBOLT	1780	1708	ÉB		
ADU	37	38	C+C		
5. CBA				542,0	569,0
	1987	1968		€ 1484,4	€ 1542,0
PRÍMA	12	12	NSZM		
CBA, PRÍMA	918	914	SZM, ÉB		
CBA, CBA PARTNER	1057	1042	ÉB		
6. AUCHAN				422,5	464,3
	24	24		€ 1157,1	€ 1258,3
AUCHAN	19	19	HM		
AUCHAN	3	3	SZM		
AUCHAN	2	2	NSZM		

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				2020	2021
7. REÁL				404,0	433,0
	1189**	1151		€ 1106,5	€ 1173,4
REÁL ÉLELMISZER, REÁL PRÉMIUM, REÁL C+C	388	372	SZM, C+C		
REÁL ALFA	1	1	NSZM		
REÁL PONT	800**	778	ÉB		
8. PENNY MARKET				372,9	389,5
	226	227	D	€ 1021,4	€ 1055,6
PENNY MARKET					
9. ALDI				357,0	384,0*
	147	153	D	€ 977,7	€ 1040,7*
ALDI					
10. DM				120,7	130,5
	262	259	DR	€ 331,0	€ 362,0
DM					
11. ROSSMANN				105,5	115,1
	222	235	DR	€ 288,9	€ 311,9
ROSSMANN					
12. MÜLLER				53,0*	57,0*
	35	33	DR	€ 148,6*	€ 162,0*
MÜLLER					

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 given month.

When calculating the sales revenues of retail chains, we used the exchange rate of MNB valid on 31 December 2020 (HUF/EUR 365.13) and on 31 December 2021 (HUF/EUR 369.0).

A **TESCO'S** gross sales revenue in 2020: it refers to the March 2020-February 2021 financial year, while for 2021 it refers to the March 2021-February 2022 financial year.

When calculating **TESCO'S** sales revenue, we used MNB's exchange rate valid on 26 February 2021 (HUF/EUR 361.01) and 28 February 2022 (HUF/EUR 369.80).

LIDL'S sales revenue in 2020: it refers to the March 2020-February 2021 financial year, while for 2021 it refers to the March 2021-February 2022 financial year.

When calculating **LIDL'S** sales revenue, we used MNB's exchange rate valid on 26 February 2021 (HUF/EUR 361.01) and 28 February 2022 (HUF/EUR 369.80). The number of **COOP** stores also includes 1780 stores in 2020 and 1708 stores in 2021 that don't belong to the COOP chain, the sales revenues of which were used in calculating the gross sales revenue.

AUCHAN'S sales revenue refers to January-December periods for both 2020 and 2021, and contains gross sales including motor fuels, in accordance with IFRS standards.

DM'S sales revenue in 2020: it refers to the October 2019-September 2020 financial year, while for 2021 it refers to the October 2020-September 2021 financial year.

DM'S sales revenue in the October 2020-March 2021 period was gross HUF 64.6 billion, while in the October 2021-March 2022 period it was gross HUF 76.7 billion (physical stores and online shop sales revenues combined).

When calculating **DM'S** sales revenue, we used MNB's exchange rate valid on 30 September 2020 (HUF/EUR 364.65) and 30 September 2021 (HUF/EUR 360.52).

MÜLLER'S sales revenue in 2020: it refers to the July 2019-June 2020 financial year, while for 2021 it refers to the July 2020-June 2021 financial year.

When calculating **MÜLLER'S** sales revenue, we used MNB's exchange rate valid on 30 June 2020 (HUF/EUR 356.57) and 30 June 2021 (HUF/EUR 351.90).

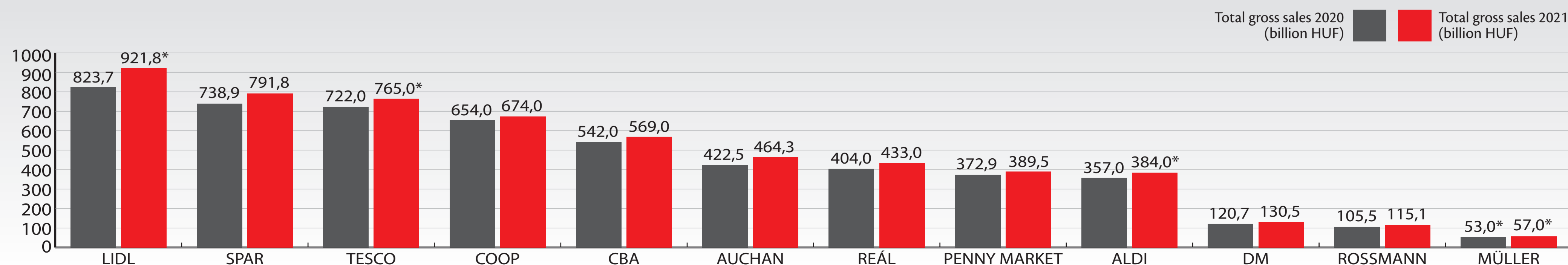
MARKINGS EXPLAINED:

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 was provided by the retailers.

Sales revenue data marked with* is an estimation made by Trade magazin, based on Trade magazin's Retailer Ranking 2020, and on the 2020 and 2021 tax declarations of the retailers, taking into consideration the changes in market conditions since then - with the involvement of experts.

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



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