

TRADE MAGAZIN – RETAILER RANKING 2023

THE BUSINESS RANKING OF FMCG RETAIL CHAINS

No.	Retailer's name	Number of stores in 2022	Number of stores in 2023	Store type	Number of employees in 2023	Retail tax to be paid (including the extra profit tax in 2023, billion HUF)	Gross sales revenue in total (billion HUF/million EUR)	
							2022	2023
1.	LIDL						1193.2	1413.3*
	LIDL	197	202	D	7292	44.2	€ 3140.7	€ 3588.1*
2.	SPAR						915.7	1060.3
	SPAR	623	641		15 837	29.1	€ 2287.7	€ 2769.9
	INTERSPAR	35	36	HM				
	SPAR	308	300	SZM				
	CITY SPAR	32	32	SZM				
	SPAR PARTNER	38	42	NK				
	SPAR MARKET	72	83	NK				
	ORLEN-DESPAR	51	61	NK				
	OMV-SPAR EXPRESS	87	87	NK				
3.	TESCO						883.3	880.0*
	TESCO	197	197		9976	25.0**	€ 2325.2	€ 2234.1*
	TESCO	112	112	HM				
	TESCO SUPERMARKET	33	33	SZM				
	TESCO EXPRESS	52	52	CONV				
	SHELL-TESCO MINI SHOP	36	63	SHELL	n.a.	n.a.	n.a.	n.a.
4.	COOP						748.0	830.0
	COOP	3838	3684		n.a.	n.a.	€ 1868.8	€ 2168.3
	SUPER	261	258	SZM				
	SUPER PLUS	42	50	SZM				
	MINI	1000	929	ÉB				
	ABC	877	872	ÉB				
	NON-COOP SMALL SHOP	1620	1539	ÉB				
	ADU	38	36	C+C				

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5.	CBA						632.0	704.0
	CBA	1987	1994		n.a.	n.a.	€ 1579.0	€ 1839.2
	PRÍMA	14	15	NSZM				
	CBA, PRÍMA	922	924	SZM, ÉB				
	CBA, CBA PARTNER	1051	1055	ÉB				
6.	ALDI						505.0	605.0*
	ALDI	163	172	D	5845	17.0	€ 1261.7	€ 1580.5*
7.	PENNY						489.0	593.5
	PENNY	228	231	D	5512	16.0	€ 1221.7	€ 1550.5
8.	AUCHAN						456.5	536.8
	AUCHAN	24	24		5669	12.0	€ 1140.5	€ 1402.4
	AUCHAN	19	19	HM				
	AUCHAN	3	3	SZM				
	AUCHAN	2	2	NSZM				
9.	REÁL						462.8	472.6
	REÁL	1093	1004		8250	n.a.	€ 1156.3	€ 1234.7
	REÁL FOOD, REÁL PREMIUM, REÁL C+C	361	322	SZM, C+C				
	REÁL ALFA	1	1	NSZM				
	REÁL PONT	731	681	ÉB				
10.	DM						162.4	208.6
	DM	263	263	DR	3416	4.2	€ 385.4	€ 533.1
11.	ROSSMANN						137.6	172.5
	ROSSMANN	242	245	DR	2069	n.a.	€ 343.9	€ 450.6

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12.	KEREKES						115.6	144.6
	KEREKES	470	473		n.a.	n.a.	€ 288.8	€ 377.8
	PRIVÁT FOOD	298	285	ÉB				
	PRIVÁT MAX	172	188	SZM				
13.	NAPCSILLAG						97.0	125.4
	NAPCSILLAG	57	60	SZM	1350	0.9	€ 242.3	€ 327.6
14.	MÜLLER DRUGSTORE						96.6	103.2
	MÜLLER	33	33	DR	942	0.1	€ 243.5	€ 278.1
15.	DÉL-100						33.3	40.7
	DÉL-100	202	199		1139	n.a.	€ 83.2	€ 106.3
	PLUSMARKET	39	46	DR				
	GOODSMARKET	163	153	DR				

NOTES AND MARKINGS:

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 rates issued by the Central Bank of Hungary (MNB) on the last day of the given month.

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 2022, and on the 2022 and 2023 tax declarations of the retailers, taking into consideration the changes in market conditions since then - with the involvement of experts.

Tax data is indicated in billion forints in the table; „n.a.” stands for „no data” and means that the retailer didn't provide data on the amount of the tax to be paid, and we chose not to estimate it.

When calculating the sales revenues of retail chains, we used the exchange rate of MNB valid on 31 December 2022 (400.25 HUF/EUR) and 31 December (382.78 HUF/EUR).

For ALDI the number of employees refers to the whole group in Hungary.

AUCHAN's sales revenue refers to January-December periods for both 2022 and 2023 and contains gross sales including motor fuels, in accordance with IFRS standards.

The number of COOP stores also include 1620 stores in 2022 and 1539 stores in 2023 that don't belong to the COOP chain, the sales revenues of which were used to calculate the annual gross sales revenue.

DM's sales revenue in 2022; it refers to the October 2021-September 2022 financial year, while for 2023 it refers to the October 2022-September 2023 financial year.

DM's sales revenue in the October 2022-September 2023 period was gross HUF 99.4 billion, while in the October 2023-March 2024 period it was gross HUF 117.6 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

2022 (421.41 HUF/EUR) and 30 September 2023 (391.25 HUF/EUR).

LIDL's sales revenue in 2022; it refers to the March 2022-February 2023 financial year, while for 2023 it refers to the March 2023-February 2024 financial year.

When calculating LIDL's sales revenue, we used MNB's exchange rate valid on 28 February 2023 (379.90 HUF/EUR) and 29 February 2024 (393.89 HUF/EUR).

MÜLLER's sales revenue in 2022; it refers to the July 2021-June 2022 financial year, while for 2023 it refers to the July 2022-June 2023 financial year.

When calculating MÜLLER's sales revenue, we used MNB's exchange rate valid on 30 June 2022 (396.75 HUF/EUR) and 30 June 2023 (371.13 HUF/EUR).

From SPAR's total number of employees 12 312 people directly work for SPAR and 3525 are employed by franchise partners.

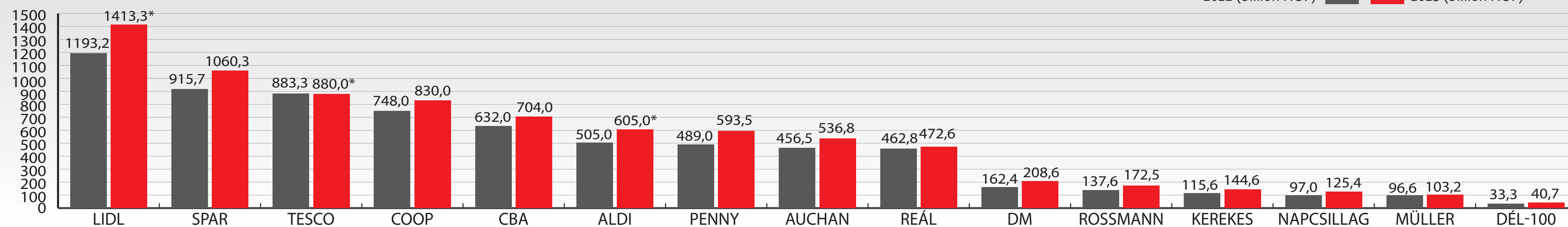
For 2023 it refers to the March 2023-February 2024 financial year.

TESCO's sales revenue doesn't include the sales revenues of Tesco mini shops located at Shell service stations.

When calculating TESCO's sales revenue, we used MNB's exchange rate valid on 28 February 2023 (379.90 HUF/EUR) and 29 February 2024 (393.89 HUF/EUR).

**TESCO publishes its annual report on the 2023-2024 financial year until 28 July 2024. We indicated the sum of the tax based on information provided by Tesco.

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



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