

# TRADE MAGAZIN – RETAILER RANKING 2024

## THE BUSINESS RANKING OF FMCG RETAIL CHAINS

No.	Retailer's name	Number of stores in 2023	Number of stores in 2024	Store type	Number of employees in 2024	Retail tax to be paid (including the extra profit tax in 2024, billion HUF)	Gross sales revenue in total (billion HUF/million EUR)	
							2023	2024
1.	LIDL						1413.3	1611.3*
	LIDL	202	214	D	8186	55.1**	€ 3588.1	€ 4023.1*
2.	SPAR						1060.3	1111.6
		641	652		16 203	32.4	€ 2769.9	€ 2710.7
	INTERSPAR	36	36	HM				
	SPAR	300	282	SZM				
	CITY SPAR	32	29	SZM				
	SPAR PARTNER	42	56	NK				
	SPAR MARKET	83	92	NK				
	ORLEN-DESPAR	61	70	NK				
	OMV-SPAR EXPRESS	87	87	NK				
3.	TESCO						880.0	912.5*
		197	198		9449	28.4**	€ 2234.1	€ 2278.3*
	TESCO	112	111	HM				
	TESCO SUPERMARKET	33	36	SZM				
	TESCO EXPRESS	52	51	CONV				
	SHELL-TESCO MINI SHOP	63	63	SHELL	n.d.	n.d.	n.d.	n.d.
4.	COOP						830.0	860.0
		3684	3593		n.d.	n.d.	€ 2168.3	€ 2097.1
	SUPER	258	242	SZM				
	SUPER PLUS	50	56	SZM				
	MINI	929	917	ÉB				
	ABC	872	834	ÉB				
	NON-COOP SMALL SHOP	1539	1508	ÉB				
	ADU	36	36	C+C				

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5.	CBA						704.0	732.0
		1994	1998		n.d.	n.d.	€ 1839.2	€ 1785.0
	PRÍMA	15	16	NSZM				
	CBA, PRÍMA	924	925	SZM. ÉB				
	CBA, CBA PARTNER	1055	1057	ÉB				
6.	ALDI						605.0	629.2
	ALDI	172	182	D	6465	19.3	€ 1580.5	€ 1534.3
7.	PENNY						593.5	627.7
	PENNY	231	238	D	4858	19.3	€ 1550.5	€ 1530.6
8.	AUCHAN						536.8	529.9
		25	26		5461	14.7	€ 1402.4	€ 1292.2
	AUCHAN	19	19	HM				
	AUCHAN	3	3	SZM				
	AUCHAN	2	2	NSZM				
	AUCHAN	1	2	CONV				
9.	REÁL						472.6	466.4
		1004	933		n.d.	n.d.	€ 1234.7	€ 1137.3
	REÁL FOOD, REÁL PREMIUM, REÁL C+C	322	294	SZM. C+C				
	REÁL ALFA	1	0	NSZM				
	REÁL PONT	681	639	ÉB				
10.	DM						208.6	244.2
	DM	263	262	DR	3882	n.d.	€ 533.1	€ 614.2
11.	ROSSMANN						172.5	197.0
	ROSSMANN	245	260	DR	2165	n.d.	€ 450.6	€ 480.4

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							2023	2024
12.	KEREKES						144.6	148.2
		473	492		n.d.	n.d.	€ 377.8	€ 361.4
	PRIVÁT FOOD	285	295	ÉB				
	PRIVÁT MAX	188	197	SZM				
13.	NAPCSILLAG						125.4	135.7
	ECOFAMILY	60	65	SZM	1425	1.3	€ 327.6	€ 331.0
14.	MÜLLER DRUGSTORE						103.2	116.6
	MÜLLER	33	34	DR	972	0.4	€ 278.1	€ 295.1
15.	DÉL-100						40.7	41.6
		199	199		1145	n.d.	€ 106.3	€ 101.4
	PLUSMARKET	46	50	DR				
	GOODSMARKET	153	149	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; n.d. means we didn't receive data and no estimation was made.

Sales revenue data marked with\* is an estimation made by Trade magazin, based on Trade magazin's Retailer Ranking 2023, and on the 2023 and 2024 tax declarations of the retailers, taking into consideration the changes in market conditions since then - with the involvement of experts.

When calculating the sales revenues of retail chains, we used the exchange rate of MNB valid on 31 December 2023 (382.78 HUF/EUR) and 31 December 2024 (410.09 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 2023 and 2024 and contains gross sales including motor fuels, in accordance with IFRS standards.

The number of COOP stores also includes 1,539 stores in 2023 and 1,508 stores in 2024 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 2023: it refers to the October 2022-September 2023 financial year, while for 2024 it refers to the October 2023-September 2024 financial year.

dm's sales revenue in the October 2023-March 2024 period was gross HUF 117.6 billion, while in the October 2024-March 2025 period it was gross HUF 133.2 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

2023 (391.25 HUF/EUR) and 30 September 2024 (397.56 HUF/EUR).

LIDL's sales revenue in 2023: it refers to the March 2023-February 2024 financial year, while for 2024 it refers to the March 2024-February 2025 financial year. When calculating LIDL's sales revenue, we used MNB's exchange rate valid on 29 February 2024 (393.89 HUF/EUR) and 28 February 2025 (400.51 HUF/EUR).

MÜLLER's sales revenue in 2023: it refers to the July 2022-June 2023 financial year, while for 2024 it refers to the July 2023-June 2024 financial year.

When calculating MÜLLER's sales revenue, we used MNB's exchange rate valid on 30 June 2023 (371.13 HUF/EUR) and 30 June 2024 (395.15 HUF/EUR).

From SPAR's total number of employees 12,288 people directly work for SPAR and 3,915 are employed by franchise partners.

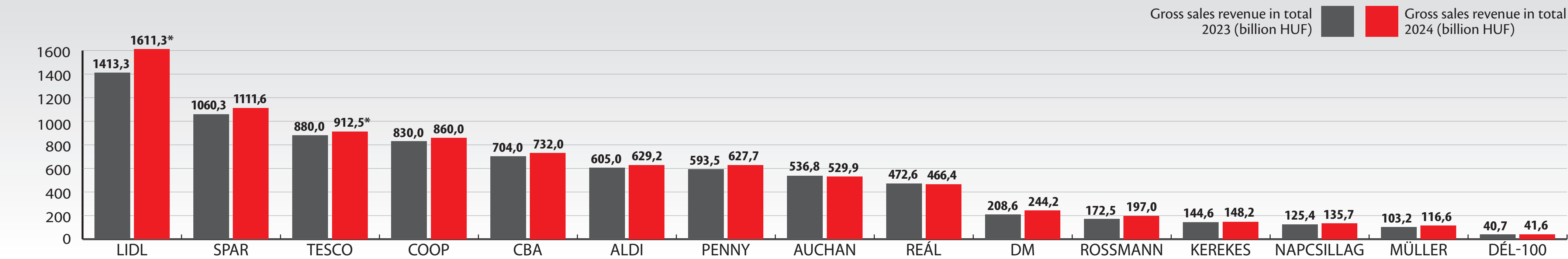
TESCO's gross sales revenue in 2023: it refers to the March 2023-February 2024 financial year, while for 2024 it refers to the March 2024-February 2025 financial year.

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 29 February 2024 (393.89 HUF/EUR) and 28 February 2025 (400.51 HUF/EUR).

\*\* LIDL and TESCO publish their annual report on the 2024-2025 financial year until 31 July 2025. We indicated the sum of the tax based on preliminary information provided by LIDL and 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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