

VIVE LA FRANCE

An analysis of the French food retail environment

Although France is blessed with thousands of options for the consumers to get their food and basic needs, (2 261 hypermarkets, 5 850 supermarkets, 3 389 discount stores and 20 000 local minimarkets), the concentration of grocery power is in the hands of a few.

Five major chains ... Carrefour, Coopérative U (Système U before 2024), E. Leclerc, Auchan and Les Mousquetaires ... account for over 84% of total sales in the country. Once one adds up the two main discounters, Lidl and Aldi, the market concentration builds up to 95%.

French retailers have expanded worldwide, starting in Europe, but now are also present in the Caribbean (Guadeloupe, Martinique, Saint-Martin), South America (French Guiana), North America (Saint-Pierre and Miquelon), Africa (La Réunion, Mayotte), Asia (Taiwan and Southeast Asia), Oceania (French Polynesia, Wallis and Futuna, New Caledonia, Clipperton) and even in Antarctica (Southern Territories, French Antarctic Territories).

The Hypermarket concept was first launched by the French, and they probably have the highest concentration of large format stores per 1 000 inhabitants than anywhere else in the world. French hypermarkets have become the training school for many retailers worldwide.



Thierry Cotillard, born in 1974, driving the 'Les Mousquetaires' Group since 2023.



Michel Leclerc, born in 1952, President of E. Leclerc.



Image courtesy of Louis, Pexels

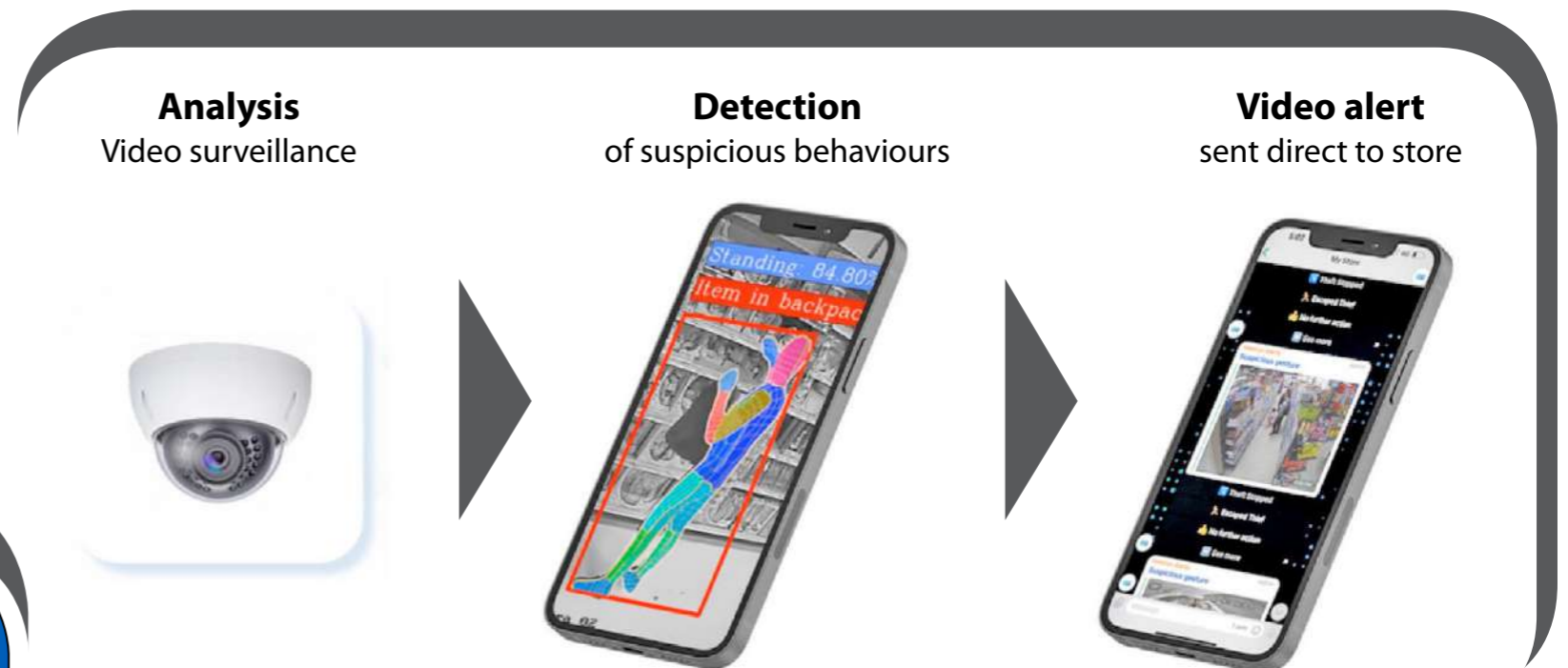


Put a stop to shoplifting in your store!



Detect thefts automatically in real time

Did you know that the amount of shrinkage is estimated at up to 3% of the sales turnover of retail stores?



-  Instant video alerts
-  Plug & Play system
-  Monthly statistical report
-  Weekly customer follow-up
-  Tailored to each store's needs

Like thousands of other retailers, you too could reduce your theft-related losses by up to 60%

Defend your shop ...
Our AI technology is more affordable and effective than a security guard



Talk to Nico ... cell: 082 377 4466 office: 012 807 1969 or mail to nico@shopdefender.co.za

SHOP DEFENDER

Even though hypers are considered to be 'non specialised' (due to their wide ranges and emphasis on price), they nevertheless enjoy a position of strength in the psyche of the French consumer. According to research by FCD France, this sector employs 1,9 million people, sells up to Euros 240 billion and accounts for the basic needs of 70% the French population.

Private label is extremely strong in this environment. In 2018, it accounted for 26% of all sales – today, it has reached 34,2% of total store sales. In some departments such as dairy, eggs, fresh meat and processed meat, the sales of private label products account for an astonishing 47% of total sales in those categories.

Three models illustrate the French food retail landscape: cooperativism (E. Leclerc, Cooperative U), branching (Carrefour) and business associations (Les Mousquetaires.)



Carrefour's pioneering approach urges their agricultural partners and all food chain stakeholders to achieve higher standards in terms of quality, traceability and environmental protection. Every year, Carrefour supports several hundred farmers switching to organic farming. They are also reinventing their food offering to provide the widest variety of organic products, fresh food, locally-produced foods and labelled products through an omnichannel platform that simplifies everyday shopping. www.carrefour.com/en/group



In 2022 Carrefour France began offering products from The Vegetarian Butcher, a Dutch brand owned by Unilever, in its traditional butcher's shops. They continue to see the potential of plant-based products in the European market. <https://vegconomist.com/>



Carrefour regularly communicate their offers in order to invite customers to discover plant-based alternatives, such as a special veggie catalogue, full of innovative and accessible products. <https://vegconomist.com/>



Carrefour group opened its first stores in China in 1995.



The first Carrefour supermarket was opened in 1960.



Alexandre Bompard, born in 1972, Carrefour CEO since 2017, seen shaking hands with a store manager.

DEXION[®]

RACKING AND SHELVING SYSTEMS



Light Duty Racking.

A practical, cost effective & versatile storage solution, providing a balance between simplicity, adaptability, and durability. These racks offer an efficient means of organizing and storing lighter loads.



Pallet Racking.

This is the most widely used type of racking. It allows for storage up to 11m or in a specialised narrow aisle crane application up to 22m. Product is easily accessible and always FIFO. Multiple application types.



Drive In Racking.

The key advantage of drive-in racking is its ability to achieve a dense storage configuration. By eliminating the need for aisles between racks, this system can utilize nearly all available floor space for storage. This makes drive-in racking particularly well-suited for bulk storage scenarios.



Mobile Racking.

Mobile racking is an innovative and space-efficient storage solution designed to maximize storage capacity within limited floor space. Accessibility and organization are key features of mobile racking & shelving systems. The ability to move entire shelving units horizontally along the rails allows users to create an aisle where needed, facilitating easy access to stored items.



Bolted Shelving.

Dexion Slotted Angle has been first-choice for countless projects, Dexion Slotted Angle is quickly and easily cut to size and bolted together to form frameworks which can be readily modified or completely dismantled and the components re-used the perfect construction kit for all applications.



Retail Shelving.

Dexion's display shelving provides long lengths of continuous shelving to show your product to your customers. A full range of accessories are available for use with the system from spigots, sloped shelves, display hooks, plastic bin display systems and wire baskets. Various colours, heights, depths and accessories.



021 552 0220

083 264 6043



www.dexionrackingandshelving.co.za



ron@dexioncape.co.za



Cnr Koeberg Rd & Freedom Way, Marconi Beam,
Cape Town



Dexion

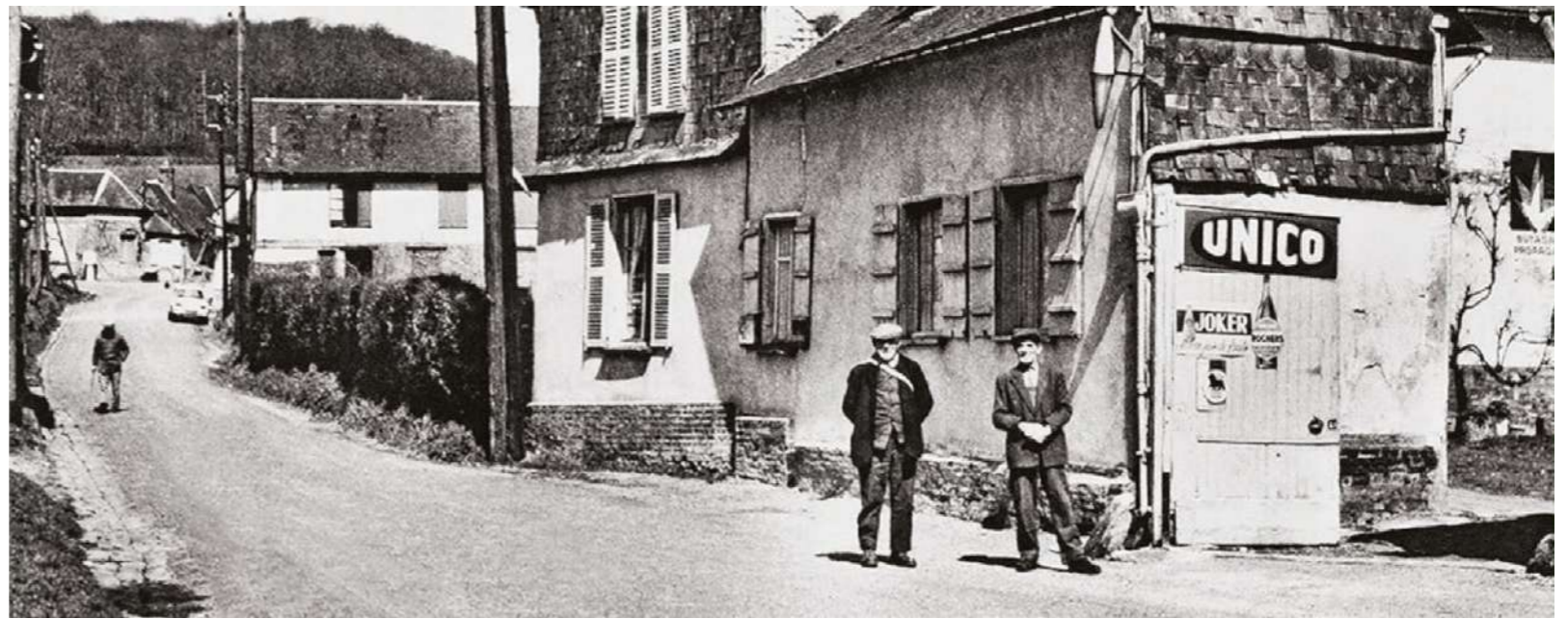
A brief breakdown of some dominant French chains.

E. Leclerc (24,4% market share) is a chain of hypermarkets and supermarkets founded in 1949, with a strong presence especially in France through the widespread work of 16 regional cooperatives. It has a turnover of 48 billion euros (excluding fuel sales), has 734 points of sale, 731 'drive-in centres' and employs 140 000 workers.

Carrefour (21,5%) is a well-known multinational operating in more than 40 countries worldwide, which acts directly (through direct presence or franchising agreements) in France, Spain, Italy, Belgium, Poland, Romania, Brazil and Argentina. The distribution formats involved in the strategic lines of this very influential group are: hypermarkets, supermarkets, minimarkets, Cash & Carry stores and discount stores, for a global turnover of 92 614 billion euros, employing over 305 000 workers.

Coopérative U (called Système U before 2024) with a 12,3% market share is a French symbol group retailers cooperative of independent hypermarkets and supermarkets. It owns the trademarks Hyper U, Super U, U Express and Utile, which are used by its members. In 2024, Coopérative U had 1 726 stores in 14 countries.

Les Mousquetaires (17,2%) is a group of independent entrepreneurs (who call themselves 'musketeers'), founded in 1969 and involved in food with the brands Intermarché, Netto, Les Comptoirs de la Bio, in DIY with Biomarché, Bricolage Cash and Bricorama, in other sectors with the brands Rody and Rapid Pare-Brise. It has a turnover of 39.9 billion euros (excluding fuel) and employs around 150 000 people in over 7 300 outlets.



The bonus system introduced in the 1920s continued into the 1960s. Each year, a 'savings catalogue' was published, presenting the bonuses that customers could obtain with their loyalty points. www.magasins-u.com/



In 1928, the The French Federation of Joint Purchasing Companies entered into contracts with manufacturers to market its products under its own colours and the first private label brand was born – the Unico brand. www.magasins-u.com/



A little history of Coopérative U

In 1894, the Nantes grocer Auguste Juhel convinced two other Nantes retailers to join forces with him to remain competitive with department stores. From this desire for unity was born one of the first joint purchasing companies. In a few months, this group of retailers had 20 members. They decided to create a board of directors and give themselves a name 'Le Pain Quotidien'. Their aim, since then, has been to build a business that listens to their customers – a business that does good, that makes everyday life easier. More than a century later, their values are intact. Quality, accessibility and proximity are their priorities. With various name changes, over time their cooperative model continues today with more than 1 200 U partners throughout the country – in cities and in the countryside www.magasins-u.com/decouvrir-u/cooperative-u/



Coopérative U's Super U in Cozes, France. <https://en.wikipedia.org/>





Warehouse Automation Redefined

Apex Real-Time Solutions

Local Expertise, Global Standards

Partnering with Dematic's global standards in automation, Apex offers robust solutions that enable clients to streamline processes, reduce costs, and stay competitive in a fast paced landscape.

LET'S TALK



www.apex-rts.co.za



The Spanish company Simón Martín Guijuelo S.L. is the fourth generation of charcuterie masters. For more than a century, they have been developing their business with the same quality, following natural processes. Natural dryers and traditional methods are used to prepare Iberian deli products, ensuring lasting flavour. This allowed Auchan to find an ideal partner aligned with their values to deliver quality Iberian charcuterie products.



In Vietnam, Taiwan, France and right across the world, Auchan keeps coming up with fresh ways to put good cuisine at the heart of their stores. From cookery classes by acclaimed chefs, meal baskets specially put together by dieticians, to tasting sessions, Auchan Retail is opening up its aisles to the new style of consumption – easy, and delicious. This is the case of the acclaimed chef Thao, who runs one-year programmes to train Auchan Retail’s catering teams and cooks new delicious recipes.



The French Les Mousquetaires supermarket chain opened a new store in Totes, France: Intermarché Super. www.arneg.com.au/



Aware that 82% of French people want to know where the products they buy come from, Auchan Retail launched its approach “Filière responsable engaged for you” in 2014 to undertake, with actors from the agricultural and industrial world, to always offer customers excellent products, at the best price.



The cheese counter at an Intermarché store.



An Intermarché store’s frozen food section. www.armony.online/



Above left: E. Leclerc cheesemakers are always on the lookout to find the best French regional products and compose beautiful cheese platters! www.e.leclerc/

Above right: From seafood platters to colourful fruit baskets, E. Leclerc teams in the Fresh Traditional departments have everything planned with exceptional products for festive celebrations.

Below left: E. Leclerc teams have everything planned to stock up on fresh fruits and vegetables before festive holidays – for comforting soups and citrus fruits for vitamins.

Below right: More than 300 devices for recycling plastic bottles have already been installed in E. Leclerc centres. These initiatives allow their customers to combine environmental action and savings, thanks to the voucher generated with each deposit.



Hippo Zourides, serial entrepreneur and corporate leader, has been involved in the food trade for over four decades and consults to corporates, large, medium and small enterprises on a variety of management and restructuring skills, including the latest ESG requirements.

Antonello Vilardi, professional in managing points of sale at numerous commercial signs, editorial collaborator for specialised magazines, consultant and lecturer in university masters. He has written books on large-scale retail trade.

SR



DANGER: TOBACCO IS ADDICTIVE.



R35
RECOMMENDED SELLING PRICE

*New Winston Just
True taste.
more value*



The information in this document is intended for trade communication only, in their official capacities as trade partners of JTI South Africa. If you are not the intended recipient, kindly destroy this document. JTI South Africa will not accept responsibility for the unauthorized use of this document.

DANGER: TOBACCO IS ADDICTIVE.

Winston Family Range
Recommended Selling Price



WINSTON JUST

R35



WINSTON CORE

R39



WINSTON EXPAND

R41

