



Einzelhandel im Wandel: Discounter haben Zenit erreicht (German Edition)

K. Zirkel

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Discounter wachsen derzeit nicht mehr. Während ihr Marktanteil zwischen 2000 und 2006 noch um durchschnittlich 1,7 Prozent stieg, fiel das Plus im vergangenen Jahr mit 0,7 Prozent deutlich dürftiger aus. Wichtigster Grund ist der demografische Wandel. Familien mit Kindern sind die kaufkräftigste Gruppe unter den Discountern. Ihr Anteil an der Bevölkerung soll nach Schätzung von Experten bis 2020 von derzeit 31 auf 28 Prozent zurückgehen. Nach dem Zusammenschluss von Edekas Discount-Tochter Netto und der Tengelmann-Tochter Plus, den das Bundeskartellamt vor Kurzem genehmigt hat, haben Aldi und Lidl nun starke Konkurrenz bekommen.

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