

The logo consists of the letters 'IGD' in a bold, white, sans-serif font. The letters are positioned such that they straddle a diagonal line that divides the background into a dark blue upper-left triangle and an orange lower-right triangle. The 'I' is entirely in the blue area, while the 'G' and 'D' are split by the diagonal line.

IGD

Datacentre

An introduction

Goals of the session

What is Datacentre?

- What it comprises and how we maintain it
- Our forecasts

The query tool

- Building and running a query
- Manipulating and exporting the results

Exported data

- Some tips on using the data

More information

- Definitions
- AskIGD

What is Datacentre?

from **IGD**

What is Datacentre?

Retailers

Relationships

- Who owns what

Channels/ formats

- Which countries
- No. of stores
- Sales area
- Revenue

Countries

Market size

- Grocery market
- Consumer spend

Macroeconomic

- GDP, CPI
- Unemployment

Demographic

- Population

Scope

~400 top retailers

~1000 subsidiaries

- In 125 countries

Macroeconomic data for 180 countries

5 years forecast

7 years history

How do we maintain Datacentre?

Retailer data

Regular updates

IGD analysts' research

- ▲ Relationships with retailers
- ▲ Networking
- ▲ Store visits, market visits

Desk research

- ▲ Annual reports
- ▲ Press releases
- ▲ Market and channel forecasts

Global data

Annual updates

Market size

- ▲ IGD estimates

Macroeconomic data

- ▲ IMF World Economic Outlook
- ▲ Work Bank
- ▲ UN Population Division



Our forecasts

Standardised

In the context of

- ▶ Local market
- ▶ Competitors
- ▶ Retailers' plans

Detailed

Individual forecasts

- ▶ Each retailer format
- ▶ Store growth
- ▶ Space growth
- ▶ Like-for-like sales

By specialists

IGD Expertise

- ▶ Retailers, channels, markets

2019 research

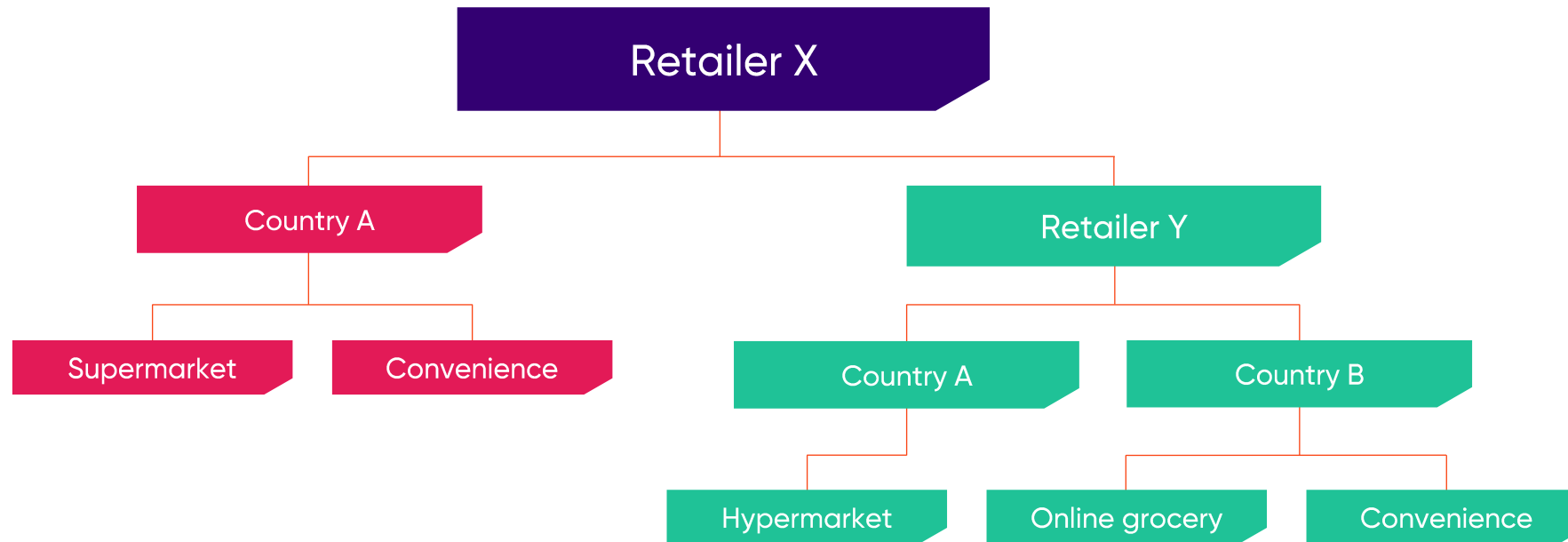
- ▶ 46 countries
- ▶ 980 store visits
- ▶ 44,000 photos

Robust

Peer reviewed

- ▶ Calibrated
- ▶ Scanned for anomalies and inconsistencies

Retailer structure in Datacentre



Retailer X operates its own stores in Country A.

It's the parent of Retailer Y, which also operates stores in Country A, as well as in Country B

(Datacentre also supports franchise relationships)

Datacentre at the centre



A young man with short dark hair, wearing a grey button-down shirt, is smiling and looking at a laptop screen. He is in a modern, brightly lit living room with a grey sofa, a striped cushion, and a floor lamp in the background. A large purple diagonal overlay covers the right side of the image.

Pre-built reports

from **IGD**

Pre-built reports

Choose a pre-built report

Click on the context that you're interested in

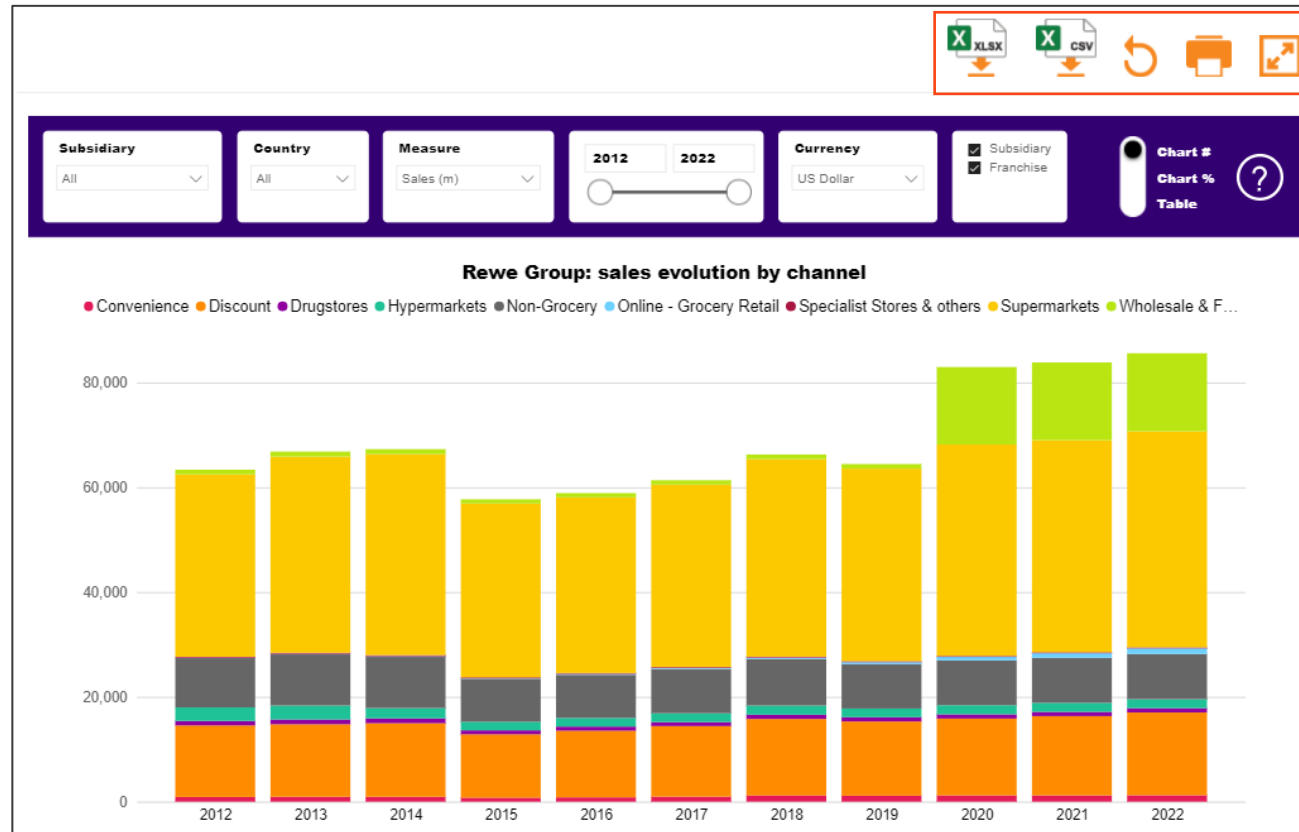
Select the retailer, market or channel...

The screenshot shows a web interface for selecting pre-built reports. It features a dark blue header with four tabs: 'Retailer overview' (selected), 'Country overview', 'Global and regional rankings', and 'Rankings by channel'. Below the header, there are two main steps. Step 1 is a search bar labeled 'Step 1:' with the text 'Rewe Group' entered and highlighted in blue. Step 2 is a dropdown menu labeled 'Step 2:' with the text 'Please select a Report' and a downward arrow. The dropdown menu is open, showing a list of report options: 'Please select a Report', 'Share of sales by country', 'Past and forecast three-year CAGRs by country', 'Portfolio evolution by channel', 'Sales & growth forecasts', 'Sales & stores by market' (highlighted in blue), 'Forecast three-year CAGRs by country', 'Overview of formats by country', 'Sales and stores by country and channel', 'Portfolio evolution by country', 'Key numbers', and 'Grocery market shares over time'. Red lines and text annotations point to these elements: 'Click on the context that you're interested in' points to the 'Retailer overview' tab; 'Select the retailer, market or channel...' points to the Step 1 search bar; and '... and then choose your report' points to the Step 2 dropdown menu.

Step 1:	Step 2:
Rewe Group	Please select a Report
Rewe Group	Please select a Report
	Share of sales by country
	Past and forecast three-year CAGRs by country
	Portfolio evolution by channel
	Sales & growth forecasts
	Sales & stores by market
	Forecast three-year CAGRs by country
	Overview of formats by country
	Sales and stores by country and channel
	Portfolio evolution by country
	Key numbers
	Grocery market shares over time

... and then choose your report

Using the pre-built reports



A formatted Excel xlsx file containing the data currently being displayed.



A basic csv format, structured to enable easy import into your own BI tools



Returns the visualisation to its original state



Brings up a standard Print dialogue



Expands the visualisation to fill the screen (press Escape to return to normal size)



Hover over the About icon to reveal a brief description of the visualisation.

Using the pre-built reports

Using filters

- Use the clear selection icon at the top of drop-down menus to refresh your selections
- Total Retail/Grocery filter: to view grocery format sales only, ensure only that square is selected. If no selections are made, the visualisation will display Total Retail
- You can make multiple selections on many of the filter dropdowns

Spotlight mode

- Click on individual part of chart or row of table to highlight. Click again to come out of spotlight mode

Table

- Click on column headers to rank the figures in descending or ascending order
- Hover over a table to access Expand all or Collapse all selectors where relevant

Region	Sales (m)	Sales YoY	Share of Sales	Stores	Stores Change YoY	Share of Stores
Europe	83,838	1.1%	100%	12,131	212	100%
Western Europe	76,902	0.8%	92%	10,311	157	85%
Germany	58,735	0.8%	70%	7,285	131	60%
Austria	10,628	-0.2%	13%	2,607	18	21%
Netherlands	2,945	2.1%	4%	4	0	0%
Belgium	1,887	2.0%	2%	5	0	0%
Italy	1,312	1.2%	2%	404	8	3%
Spain	690	2.0%	1%	3	0	0%
Switzerland	610	-2.0%	1%	3	0	0%
Luxembourg	95	1.9%	0%	0	0	0%
Central & Eastern Europe	6,936	4.5%	8%	1,820	55	15%
Czech Republic	2,996	2.2%	4%	631	5	5%
Romania	1,417	12.7%	2%	306	25	3%
Hungary	862	1.9%	1%	240	7	2%
Slovakia	752	3.2%	1%	155	3	1%
Russia	466	2.7%	1%	184	4	2%
Bulgaria	330	5.5%	0%	138	4	1%
Ukraine	84	3.5%	0%	34	0	0%
Croatia	29	3.6%	0%	132	7	1%
Total	83,838	1.1%	100%	12,131	212	100%

A high-angle photograph of a man and a woman looking at a tablet together. The woman, on the left, is Black with long braids, wearing a yellow shirt and blue overalls, and is holding the tablet. The man, on the right, is white with curly hair and glasses, wearing a light-colored t-shirt. They are both smiling and looking at the screen. The background shows a modern interior with plants and a wooden shelf. A large purple diagonal shape covers the right side of the image, containing the text.

The query tool

from **IGD**

Query tool

Click on the Data tab
on the main navigation
on Retail Analysis


RetailAnalysis from **IGD**

COVID-19RetailersMarketsChannelsTrendsDataEventsAbout

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Latest Insights




Europe: 10 challenges facing the supermarket channel

In this presentation, we look at 10 challenges currently facing the supermarket channel in Europe and how retailers are working to overcome these.




Suppliers' guide: how to build online presence in China

A practical guide to help Western suppliers launch online in China and scale up afterwards. Supported by a collection of 10+ case studies, hot topics such as route to market, online sales tactics, associated fees, and online ranking are covered in this study.



Our current vacancies

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Future Talk by Retail Analysis

Exclusive to subscribers. Discuss the key insights with our experts and your peers

Read More

Query tool

Choose a pre-built report

Retailer overview Country overview Global and regional rankings Rankings by channel

Step 1: ▼

Support

User guide, methodology and FAQs

Guidance to help you get the most from our data

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Retail Analysis data demonstration

Join a session if you are looking for data to help you make commercial decisions

[Register](#)

Datacentre query tool

Build your own report

Access our extensive database of market and retailer forecasts, build your own custom reports and export them. Opens in new window

[Begin Building](#)

These buttons allow you to view charts and tables for some of the most popular data views

Click here start using the Retail Analysis Query Tool

Common uses and calculations

- ▶ Calculate a retailer's market share
- ▶ Calculate the forecast annualised growth rate (CAGR)
- ▶ Forecast the total channel size, share and growth
- ▶ Identify top performing retailers by country or channel
- ▶ Understand the effects of inflation



Building a query

The screenshot shows the 'RetailAnalysis from IGD' web interface. At the top, there is a dark header with the logo and three navigation buttons: 'BUILD' (highlighted in purple), 'SAVED', and 'ABOUT'. Below the header is a main content area with a search bar and a 'Generate Report' button. Underneath these are three buttons: '+ Add Data Types', '+ Add Measures', and '+ Add Years'. Red lines connect these buttons to explanatory text below them: '+ Add Data Types' connects to 'Retailers, countries, and/or formats'; '+ Add Measures' connects to 'Retailer and economic measures'; and '+ Add Years' connects to 'Any sets of years from 2013-26'.

RetailAnalysis from IGD

BUILD SAVED ABOUT

Generate Report

+ Add Data Types + Add Measures + Add Years

Retailers, countries, and/or formats

Retailer and economic measures

Any sets of years from 2013-26

A query is made of 3 elements. Select at least one of each element to create a runnable query.

Selecting data types for your query

Type into the search box and select from the filtered list.

When you've made your selection, click Apply Selections.

You can add more countries and format filters before clicking Finish.

The screenshot shows a dialog box titled '+ Add Data Types'. It is divided into three main sections: 'Please select your report criteria:', 'Search:', and 'Search results:'.
1. 'Please select your report criteria:': This section contains three expandable categories: 'Retailers' (which is currently expanded and highlighted with a purple border), 'Countries / regions', and 'Channels / formats'.
2. 'Search:': This section contains a search input box with the text 'rewe' and a 'Filter by:' dropdown menu. The dropdown menu is open, showing two options: 'Top retailers' and 'All retailers'.
3. 'Search results:': This section displays a list of search results, each with a checkbox and a label. The results are:
- ☐ **Rewe Austria**
Banners: AGM, Sutterluetty
- ☐ **Rewe Germany**
Banners: Fur Sie, Toom, Toom Baumarkt, Promarkt, Others -Partnerships
- ☐ **Rewe Group**
Banners: Idea
- ☐ **Rewe International**
Banners:
- ☐ **Rewe Italy**
Banners: Billa, Standa, Billa Superstore, Iperstanda
- ☐ **Rewe Supermarkets Germany**
Banners: Vierlinden, Standa, Wasgau, Rewe, Sky, Rewe to go, Nahkauf
- ☐ **Rewe Wholesale**
Banners: Other Wholesale, Rewe-GVS
- ☐ **Transgourmet Germany**
Banners: Rewe Foodservice
- ☐ **Transgourmet Holding**
Banners: Transgourmet France, Fegro/Selgros, Prodega/Growa, Howeg.
At the bottom of the dialog box, there are three buttons: 'Cancel', 'Finish', and 'Apply Selections'.

Adding measures to your query

Select the measures you're interested in.

You can select any mix of retailer, market, macroeconomic and demographic measures.

Click Apply Selections and make any selections from the other groups before clicking Finish.

The screenshot shows a dialog box titled '+ Add Measures'. On the left, there is a list of measure groups: 'Retailer measures', 'Market Size', 'Macroeconomic', and 'Demographic'. The 'Retailer measures' group is highlighted with a blue border and a right-pointing arrow. To the right of this list, under the heading 'Please select your measures:', there is a list of individual measures with checkboxes. The measures are: 'Select all retailer measures' (unchecked), 'Sales' (checked), '% Change sales' (unchecked), 'Stores' (checked), '% Change stores' (unchecked), 'New stores' (unchecked), 'Space' (unchecked), '% Change space' (unchecked), 'Average sales area' (unchecked), and 'Sales per store' (unchecked). At the bottom of the dialog, there are three buttons: 'Cancel', 'Finish', and 'Apply Selections'.

+ Add Measures

Please select your measures:

Retailer measures >

Market Size >

Macroeconomic >

Demographic >

☐ Select all retailer measures ⓘ

☒ Sales

☐ % Change sales

☒ Stores

☐ % Change stores

☐ New stores

☐ Space

☐ % Change space

☐ Average sales area

☐ Sales per store

Cancel Finish Apply Selections

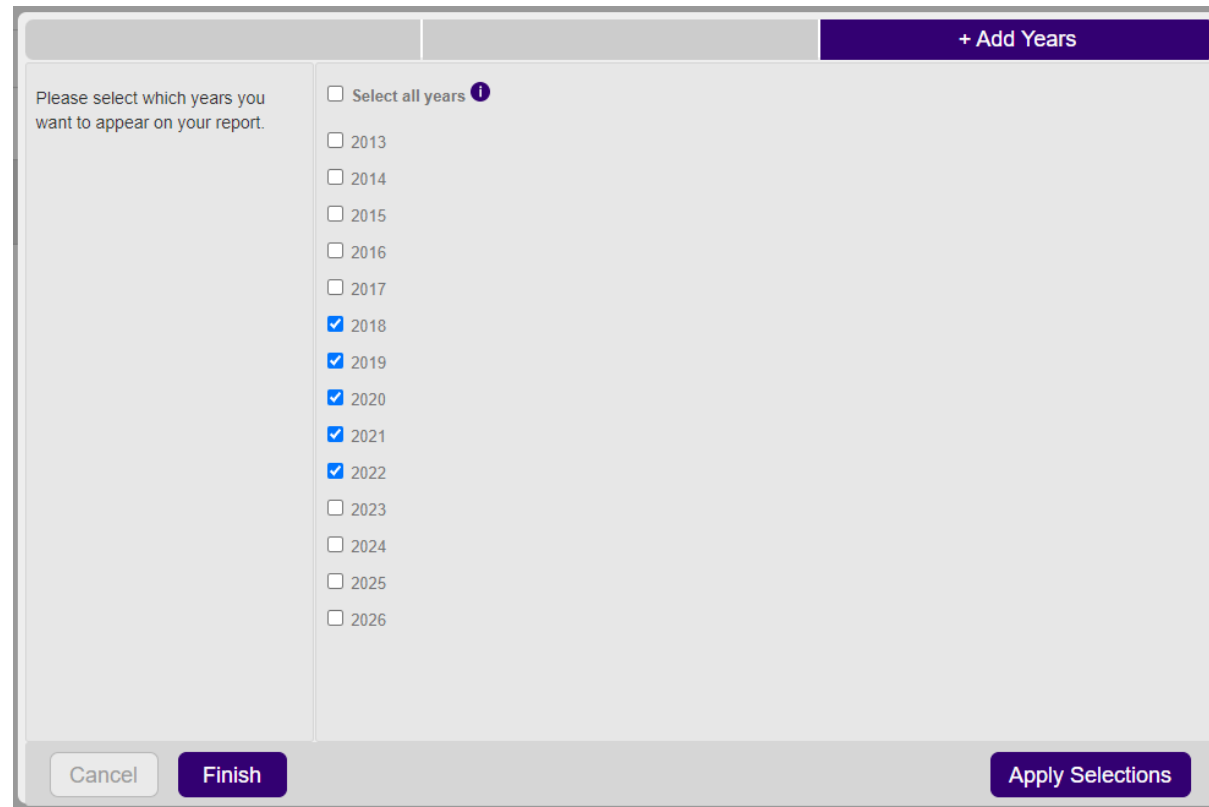
Adding years to your query

Simple.

Just click on the years that you're interested in.

Click Apply Selections and then Finish.

(We advance this data window by a year, every year)



The screenshot shows a user interface for selecting years. At the top right is a button labeled '+ Add Years'. Below this, on the left, is a text prompt: 'Please select which years you want to appear on your report.' To the right of this prompt is a list of years from 2013 to 2026. Each year has a checkbox next to it. The years 2018, 2019, 2020, 2021, and 2022 are selected, indicated by blue checkmarks. Above the list is a checkbox labeled 'Select all years' with an information icon. At the bottom of the interface are three buttons: 'Cancel', 'Finish', and 'Apply Selections'.

Year	Selected
2013	<input type="checkbox"/>
2014	<input type="checkbox"/>
2015	<input type="checkbox"/>
2016	<input type="checkbox"/>
2017	<input type="checkbox"/>
2018	<input checked="" type="checkbox"/>
2019	<input checked="" type="checkbox"/>
2020	<input checked="" type="checkbox"/>
2021	<input checked="" type="checkbox"/>
2022	<input checked="" type="checkbox"/>
2023	<input type="checkbox"/>
2024	<input type="checkbox"/>
2025	<input type="checkbox"/>
2026	<input type="checkbox"/>

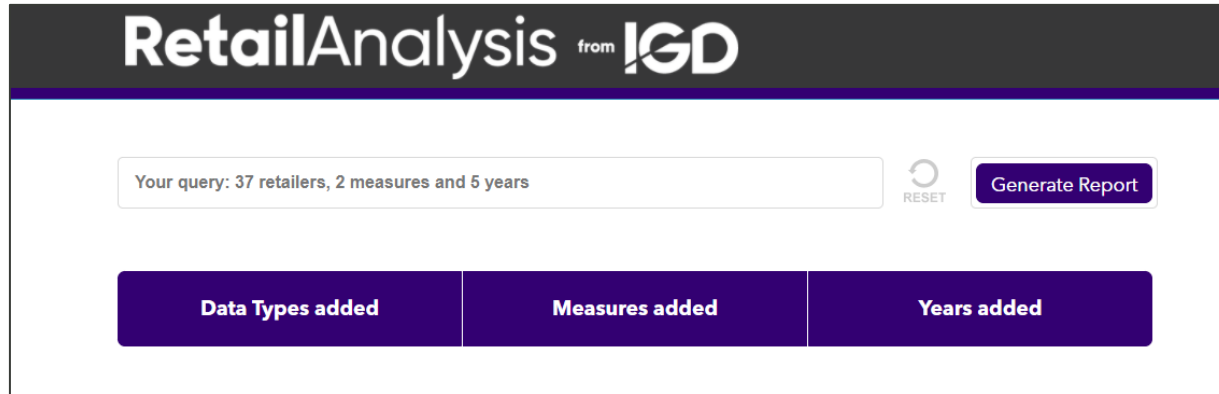
Running your query

As you select your query criteria, the relevant boxes will turn purple.

The text box will summarise your query so far.

(go back and adjust your selections if you need to)

When they're all purple, the Generate Report button also turns purple; click it to run your query.



The screenshot shows the 'RetailAnalysis from IGD' interface. At the top, the title 'RetailAnalysis from IGD' is displayed. Below it, a text box contains the query summary: 'Your query: 37 retailers, 2 measures and 5 years'. To the right of this text box is a 'RESET' button with a circular arrow icon. Further right is a 'Generate Report' button, which is highlighted in purple. Below the text box and buttons, there are three purple buttons labeled 'Data Types added', 'Measures added', and 'Years added'.

The grid view

RetailAnalysis from IGD

BUILD SAVED ABOUT

Unnamed Report

Expand/collapse rows

+ / - all rows Re-order columns Edit New Export Save

Retailer	Region / Sub-Region	Country	Channel / Format	Measure	Unit	2018	2019	2020	2021	2022
Rewe Group	Europe	<All>	<All>	Sales	USD(mn)	66,260.53	64,444.31	82,958.91	83,837.73	85,585.77
Rewe Group	Central & Eastern Europe	<All>	<All>	Sales	USD(mn)	6,256.19	6,339.90	6,638.22	6,935.54	7,280.99
Rewe Group	Western Europe	<All>	<All>	Sales	USD(mn)	60,004.34	58,104.41	76,320.69	76,902.19	78,304.78
Rewe Group	Western Europe	Austria	<All>	Sales	USD(mn)	10,288.50	9,825.82	10,652.92	10,628.12	10,769.86
Lekkerland	Western Europe	Belgium	Wholesale - Delivered and C&C	Sales	USD(mn)	0.00	0.00	1,849.62	1,886.62	1,924.34
Rewe Group	Western Europe	Germany	<All>	Sales	USD(mn)	48,442.84	47,035.65	58,246.44	58,735.49	59,850.00
Penny Italy	Western Europe	Italy	Food Discount	Sales	USD(mn)	1,273.00	1,242.94	1,296.59	1,312.27	1,353.12
Lekkerland	Western Europe	Luxembourg	Wholesale - Delivered and C&C	Sales	USD(mn)	0.00	0.00	93.06	94.85	97.10
Lekkerland	Western Europe	Netherlands	Wholesale - Delivered and C&C	Sales	USD(mn)	0.00	0.00	2,883.17	2,944.87	3,008.77
Lekkerland	Western Europe	Spain	Wholesale - Delivered and C&C	Sales	USD(mn)	0.00	0.00	676.64	690.17	703.98
Lekkerland	Western Europe	Switzerland	Wholesale - Delivered and C&C	Sales	USD(mn)	0.00	0.00	622.25	609.80	597.61
Rewe Group	Europe	<All>	<All>	Stores	stores	11,312	11,650	11,919	12,131	12,328

Include/exclude franchises and closed formats

Show/don't show formats as well as channels

Change currency (default is USD) or space units (default is m²)

Show the format's banner (eg "Penny")

Grid view controls

Expand/collapse all rows

Restructure the view to sort by, for example, Country within Format, vs Format within Country

BUILD						
SAVED						
ABOUT						
+ / - all rows						
Re-order columns						
Edit						
New						
Export						
Save						
Unit	2018	2019	2020	2021	2022	
i USD(mn)	66,260.53	64,444.31	82,958.91	83,837.73	85,585.77	
i USD(mn)	6,256.19	6,339.90	6,638.22	6,935.54	7,280.99	
i USD(mn)	60,004.34	58,104.41	76,320.69	76,902.19	78,304.78	
i USD(mn)	10,288.50	9,825.82	10,652.92	10,628.12	10,769.86	
i USD(mn)	0.00	0.00	1,849.62	1,886.62	1,924.34	
i USD(mn)	48,442.84	47,035.65	58,246.44	58,735.49	59,850.00	
i USD(mn)	i 1,273.00	i 1,242.94	i 1,296.59	i 1,312.27	i 1,353.12	
i USD(mn)	0.00	0.00	93.06	94.85	97.10	
i USD(mn)	0.00	0.00	2,883.17	2,944.87	3,008.77	
i USD(mn)	0.00	0.00	676.64	690.17	703.98	
i USD(mn)	0.00	0.00	622.25	609.80	597.61	
i stores	11,312	11,650	11,919	12,131	12,328	

Retrieve a saved query

Save your query to use again

Export your results to Excel

Make a change

Start a new query

Re-ordering report columns

The default is to present the data by retailer, then country, then format.

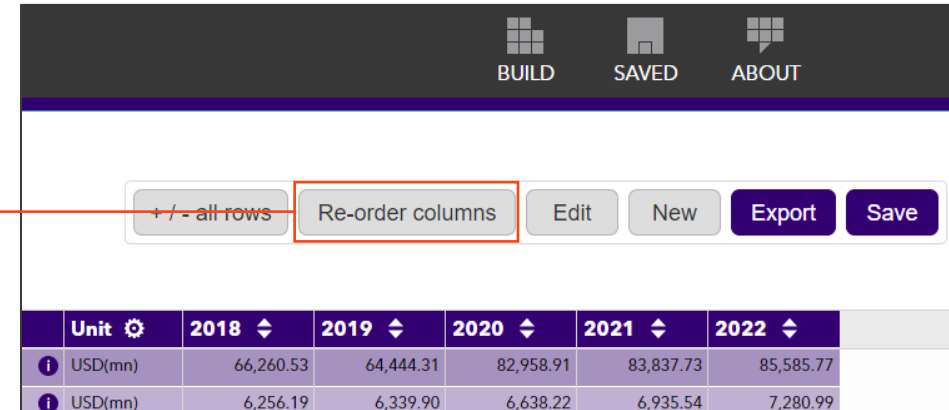
Use this button to remove or re-order the table columns.

For example:

Remove the Format column if you just want the total sales per retailer.

Or move the Country column to the left to see retailers within each country.

Use this feature to manipulate your data before exporting



BUILD SAVED ABOUT						
+ / - all rows Re-order columns Edit New Export Save						
Unit	2018	2019	2020	2021	2022	
USD(mn)	66,260.53	64,444.31	82,958.91	83,837.73	85,585.77	
USD(mn)	6,256.19	6,339.90	6,638.22	6,935.54	7,280.99	

Choose the order for data type columns

Select one option per column to analyse your data. You can view the same data by Retailer, Region, Country or Channel/Format, in any order. You must populate at least the first column. Click Next after each column selection.

Column 1	Column 2	Column 3	Column 4
<input type="radio"/> Retailer <input type="radio"/> Region <input type="radio"/> Channel / Format <input type="radio"/> Country			
Cancel	Previous	Next	Re-order columns



Exported data

from **IGD**

Export to excel

The exported file isn't structured; be careful when interpreting the Totals.

The Totals rows are totals of the element to the left of the <All> tag.

- ❏ Remove the Totals rows if you plan to pivot the data
- ❏ Including the Grocery Market Size for a country allows you to calculate a retailer's market share
- ✓ Don't forget to filter out any non-grocery formats
- ✓ Market sizes are given in billions

Total sales of all Rewe Group's sales in Austria

	A	B	C	D	E	F	G	H	I	J
1	Parent	Retailer	Country	Channel	Format	Measure	Unit	Total	2020	2021
2	Rewe Group	Rewe Group	<All>	<All>	<All>	Sales	USD(mn)	Total	82958.91	83837.73
3	Rewe Group	Rewe Group	Austria	<All>	<All>	Sales	USD(mn)	Total	10652.92	10628.12
4	Rewe Group	Adeg	Austria	Convenience	Convenience & Forecourt	Sales	USD(mn)		883.43	885.22
5	Rewe Group	Penny Austria	Austria	Discount	Food Discount	Sales	USD(mn)		997.38	1024.02
6	Rewe Group	Bipa	Austria	Drugstores	Drugstores & Pharmacies	Sales	USD(mn)		779.1	786.93
7	Rewe Group	Adeg	Austria	Hypermarkets	Compact Hypermarket	Sales	USD(mn)		53.06	53.17
8	Rewe Group	Billa Austria	Austria	Online - Grocery Retail	Online - Grocery	Sales	USD(mn)		22.39	24.63
9	Rewe Group	Rewe Group	Austria	Supermarkets	Superstores & Supermarkets	Sales	USD(mn)	Total	7714.86	7646.46
10	Rewe Group	Merkur	Austria	Supermarkets	Superstores & Supermarkets	Sales	USD(mn)		799.47	800.25
11	Rewe Group	Billa Austria	Austria	Supermarkets	Superstores & Supermarkets	Sales	USD(mn)		6915.39	6846.21
12	Rewe Group	Rewe Group	Austria	Wholesale & Foodservice	<All>	Sales	USD(mn)	Total	202.7	207.69
13	Rewe Group	Adeg	Austria	Wholesale & Foodservice	Cash & Carry (incl. Members' club)	Sales	USD(mn)		64.92	67.16
14	Rewe Group	Lekkerland	Austria	Wholesale & Foodservice	Wholesale - Delivered and C&C	Sales	USD(mn)		137.78	140.53
15	Rewe Group	Lekkerland	Belgium	Wholesale & Foodservice	Wholesale - Delivered and C&C	Sales	USD(mn)		1849.62	1886.62
16	Rewe Group	Billa Bulgaria	Bulgaria	Supermarkets	Superstores & Supermarkets	Sales	USD(mn)		312.53	329.66
17	Rewe Group	Billa Croatia	Croatia	Drugstores	Drugstores & Pharmacies	Sales	USD(mn)		27.98	28.99
18	Rewe Group	Rewe Group	Czech Republic	<All>	<All>	Sales	USD(mn)	Total	2930.8	2996.17
19	Rewe Group	Penny Czech Republic	Czech Republic	Discount	Food Discount	Sales	USD(mn)		1557.3	1600.73
20	Rewe Group	Billa Czech Republic	Czech Republic	Supermarkets	Superstores & Supermarkets	Sales	USD(mn)		1373.5	1395.44
21	Rewe Group	Rewe Group	Germany	<All>	<All>	Sales	USD(mn)	Total	58246.44	58735.49
22	Rewe Group	Rewe Supermarkets Germany	Germany	Convenience	Convenience & Forecourt	Sales	USD(mn)		315.33	312.2
23	Rewe Group	Penny Germany	Germany	Discount	Food Discount	Sales	USD(mn)		8709.45	8927.28

Total of Rewe Group's Wholesale sales in Austria



**More
information**

from **IGD**



Methodology

retailanalysis.igd.com/data/help/methodology

Here you'll find definitions of

- ▲ Measures
- ▲ Formats
- ▲ Market share
- ▲ ...and more



AskIGD

Email us at

AskIGD@igd.com

...and let us know how we can help.



Reports

At retailanalysis.igd.com/data you'll find a wide variety of pre-built reports and data-driven content at these levels

- ▲ Retailer
- ▲ Country
- ▲ Region
- ▲ Global
- ▲ Channel