

IMPACT OF COVID-19 ON SHORT SUPPLY CHAINS - A RETAIL PERSPECTIVE

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REWE GROUP: WE ARE ACTIVE IN 24 EUROPEAN COUNTRIES WITH STORES AND TRAVEL AGENCIES

In **Germany** and the following countries:

AUSTRIA · BULGARIA · CROATIA · CZECH REPUBLIC · DENMARK · FINLAND · FRANCE · UK · HUNGARY · ITALY · LITHUANIA · LUXEMBURG · NETHERLANDS · NORWAY · POLAND · ROMANIA · RUSSIA · SPAIN · SWEDEN · SWITZERLAND · SLOVAKIA · UKRAINE



RETAIL
GERMANY



RETAIL
INTERNATIONAL





**We are a
cooperatively
structured retailer.**

**Our independent
retailers and our
branches are firmly
rooted in their
communities and
regions.**

REWE Lokal-Partnerschaft

We are supportive partners in times of crisis.

When difficulties arise, we aim to find solutions together on a case-by-case basis.



„UNITED IN DIVERSITY“: THE IMPACT OF CORONA ON RETAIL FOOD SALES ACROSS EUROPE

 **Category sales tendencies shared across markets**
High variety in top 3

Shared tendencies

Staple Foods

Canned Goods

Bakery & Convenience

Sweets & Drinks

National top sellers examples



**Honey
Nuts
Beef**



**Food
Supplements
Soft Cheese
Meat Spreads**



**Frozen
Vegetables
Sugar
Dried Fruits &
Nuts**



**Convenience
Dried Fruits &
Nuts
Turkey**



**Canned Meat
Products for
Diabetics
Health Food**

LEARNING FROM EXPERIENCE: MAIN TAKEAWAYS FROM THE CHALLENGES DURING THE CORONA CRISIS

To us it is important to support the robustness of short supply chains



Dialogue on par



Long-term commitments



Omni-channel communication

Our key takeaways from the corona crisis



Solutions on case-by-case basis



Short supply chains are more robust



Increased demand for organic & regional products