

TRADE MAGAZIN – THE 2019 RETAILER RANKING

THE TOP 11 FMCG RETAILERS IN HUNGARY

Store type:	Number of stores in 2019:	Retailer's name:	Total gross sales: billion HUF million EUR	
			2018	2019
1. TESCO				
Total	202		761,0	740,0*
			€ 2405,0	€ 2177,2*
HM	112	TESCO		
SZM	35	TESCO SZUPERMARKET, S-MARKET		
CONV	55	TESCO EXPRESSZ		
2. LIDL				
D	182	LIDL	549,0	685,0*
			€ 1735,2	€ 2015,4*
3. SPAR				
Total	572		617,6	679,6
			€ 1921,1	€ 2056,0
HM	34	INTERSPAR		
SZM	328	SPAR		
SZM	20	CITY SPAR		
NK	24	SPAR PARTNER		
NK	53	SPAR MARKET		
NK	28	LUKOIL DESPAR		
NK	85	OMV SPAR EXPRESS		

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4. COOP				
Total	4449		627,0	643,0
			€ 1959,0	€ 1945,4
SZM	304	SZUPER		
ÉB	1106	MINI		
ÉB	907	ABC		
ÉB	2095	NON-COOP STORE		
C+C	37	ADU		
5. CBA				
Total	2018		527,0	538,0
			€ 1639,1	€ 1627,7
NSZM	12	PRÍMA		
SZM, ÉB	930	CBA, PRÍMA, CBA CENT		
ÉB	1076	CBA, CÉL, CBA PARTNER		
6. REÁL				
Total	1286**		416,1*	426,9*
			€ 1294,3*	€ 1291,6*
SZM, C+C	388**	REÁL ÉLELMISZER, REÁL PRÉMIUM, REÁL C+C		
NSZM	1	REÁL ALFA		
ÉB	897**	REÁL PONT		

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			2018	2019
7. AUCHAN				
Total	24		390,1	394,9
			€ 1213,3	€ 1194,8
HM	19	AUCHAN		
SZM	3	AUCHAN		
NSZM	2	AUCHAN		
8. PENNY MARKET				
D	223	PENNY MARKET	292,2*	326,8
			€ 908,8*	€ 988,7
9. ALDI				
D	144	ALDI	256,0*	300,0*
			€ 796,2*	€ 907,7*
10. DM				
DR	260	DM	103,4	112,1
			€ 319,5	€ 335,0
11. ROSSMANN				
DR	216	ROSSMANN	89,1	95,8
			€ 277,1	€ 289,8

NOTES:

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 rate issued by the Central Bank of Hungary (MNB) on the last day of the given month.

When calculating the sales revenue of retail chains, we used the exchange rate of the Central Bank of Hungary (MNB) valid on 31 December 2018 (HUF/EUR 321.51) and on 31 December 2019 (HUF/EUR 330.52).

TESCO's gross sales revenue in 2018: it refers to the March 2018-February 2019 financial year, while in the case of 2019 it refers to the March 2019-February 2020 period.

When calculating TESCO's sales revenue, we used the exchange rate of the Central Bank of Hungary (MNB) valid on 28 February 2019 (HUF/EUR 316.39) and on 28 February 2020 (HUF/EUR 339.88).

LIDL's sales revenue in 2018: it refers to the March 2018-February 2019 financial year, while in the case of 2019 it refers to the March 2019-February 2020 period.

When calculating LIDL's sales revenue, we used the exchange rate of the Central Bank of Hungary (MNB) valid on 28 February 2019 (HUF/EUR 316.39) and on 28 February 2020 (HUF/EUR 339.88).

The number of COOP stores includes 2,206 stores in 2018 and 2,095 stores in 2019 that don't belong to the COOP chain, the sales revenues of which were used in calculating the annual gross sales revenue of the retail chain.

AUCHAN's sales revenue refers to January-December periods in the case of both 2018 and 2019 and contains gross sales including motor fuels, in accordance with IFRS standards.

Sales revenue of DM in 2018: it refers to the October 2017-September 2018 financial year, while in the case of 2019 it refers to the October 2018-September 2019 period.

Sales revenue of DM in the October 2018-March 2019 period was gross HUF 55.3 billion, while in the October 2019-March 2020 period it was gross HUF 63.7 billion.

When calculating DM's sales revenue, we used the exchange rate of the Central Bank of Hungary (MNB) valid on 30 September 2018 (HUF/EUR 323.78) and on 30 September 2019 (HUF/EUR 334.65).

MARKINGS EXPLAINED:

C+C cash and carry
CONV convenience
D discount supermarket

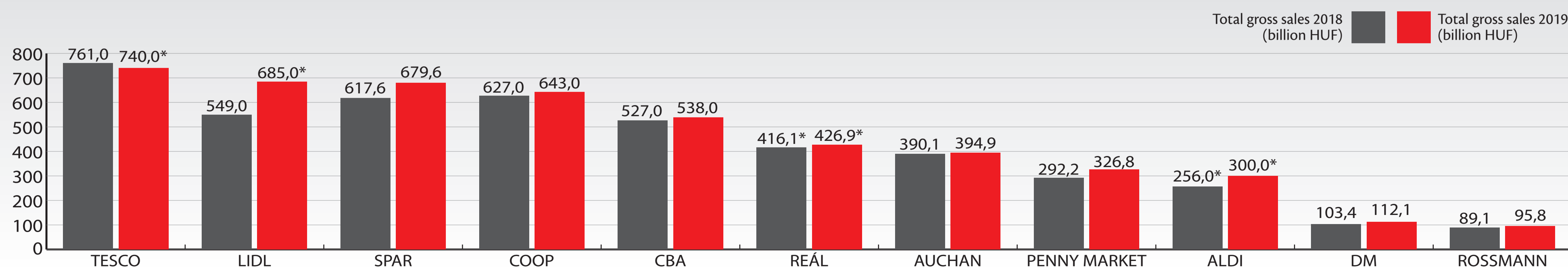
DR drugstore
ÉB grocery store
HM hypermarket

NK wholesale
NSZM large supermarket
SZM supermarket

Data contained in the table were provided by the retailers.

Sales data marked with * are estimates made by Trade magazin, based on Trade magazin's 2018 retailer ranking and on the 2018-2019 tax declarations of the companies, taking into consideration the changes in market conditions, with the involvement of experts.

Store number marked with ** weren't provided by the retail chain.



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