



SHOPPING OPPORTUNITIES

in Germany

OPENING TIME

Large shops - especially in the city centers - are usually open Monday to Saturday from 10 to 20 clock. Some supermarkets close at 22 o'clock or 24 o'clock. Smaller out-of-town shops are usually open until 6pm Monday through Friday and until 2pm or 4pm on Saturdays. Depending on the state, other shop closing laws apply. But even outside of these opening hours, you can shop in Germany: Shops in stations and petrol stations and very small shops, the "kiosks", offer some around the clock the most necessary food and drinks - and also on Sundays and public holidays.



SUPERMARKETS

The main supermarkets in Germany :

- Aldi Süd: Saarbrücken, Mannheim, Karlsruhe, Ludwigshafen, Heidelberg, Mainz, Darmstadt, Freiburg, Frankfurt, Bonn, Aachen, Stuttgart, Köln, Leverkusen, Neuss, Düsseldorf, Mönchengladbach, Krefeld, Duisburg, Mülheim an der Ruhr, Oberhausen, Nürnberg, Augsburg, München
- Aldi Nord: Mettmann, Wuppertal-Elberfeld, Hagen-Vorhalle, Essen, Bochum-Grumme, Gelsenkirchen, Dortmund-Mitte, Hamm, Kassel, Münster, Bielefeld, Erfurt, Hannover, Braunschweig, Halle, Bremen, Leipzig, Magdeburg, Chemnitz, Dresden, Hamburg, Lübeck, Berlin (Mitte), Kiel, Rostock
- Lidl: Baden-Württemberg, Bayern, Berlin, Brandenburg, Bremen, Hamburg, Hessen, Mecklenburg-Vorpommern, Niedersachsen, Nordrhein-Westfalen, Rheinland-Pfalz, Saarland, Sachsen, Sachsen-Anhalt, Schleswig-Holstein, Thüringen
- Edeka: Karlsruhe, Freudenheim, Wiesbaden-Sonnenberg, Frankfurt, Bonn, Stuttgart, Aachen, Köln, Wuppertal, Düsseldorf, Essen, Duisburg, Bochum, Dortmund, Münster, Nürnberg, Augsburg, Bielefeld, München, Hannover, Bremen, Leipzig, Dresden, Hamburg, Berlin-Mitte

- **REAL:** About 75 percent of sales are generated by the sale of food. Real also offers household goods, electrical appliances, books, media, textiles and footwear, sporting goods and stationery.
- **KAUFLAND:** Kaufland sells not only manufacturer brands but also numerous private labels. Kaufland has had its own bakeries since 1994, since November 2018, bio products are also available and there are also company owned meat factories. Package tours, air travel and cruises are offered in cooperation with some tourism companies. K-Classic Mobil is a private label offered by Telefónica Germany for Kaufland customers.
- **WASGAU, REWE:** Consumer markets are supplied by our own butchery and bakery, and by 2015 also with our own brewery. The share of fresh goods groups in the overall assortment is over 50 percent. In 2009, Wasgau AG, detached from brick-and-mortar retail, launched an online sale of wine with the Wasgau WeinShop. Unlike other discounters, Rewe has a larger assortment and a larger proportion of branded products. In 2011, the delivery service was started, which has been supplemented by the pick-up service for some time.

- **LIDL,ALDI:** Lidl owns three subsidiaries, each producing chocolate, bakery products and ice cream. Food is the core of the discounter. With more than 1600 food items in the fixed range and hundreds of other promotional items, Lidl is untypically broad in this area.

The assortment of Aldi is relatively narrow and consists of around 1360 basic articles, 170 organic articles in the standard, seasonal and promotional articles assortment and about 80 promotional articles per week.

- **NETTO,PENNY:** The product range of Netto focuses on a variety of fresh produce such as fruits and vegetables, meat and sausage products and dairy products. Organic products, regional food and a reusable beverage range complete the range of stores. In addition, the range includes magazines, over-the-counter medicines, non-food items, care and washing and cleaning products.

Depending on the size of a market, Penny's product range includes more than 2,000 products from fruit and vegetables, bread and baked goods, sausages, dairy products and non-food sectors. Penny will only include those organic foods that comply with the European Organic Regulation. In addition to groceries, the discounter offers services of which two areas are worth mentioning: "Penny Reisen" arranges package, round, city and thematic trips as well as cruises and hotels. Under the "Penny Mobil" brand, the company acts as a virtual mobile service provider in the Deutsche Telekom network.