



E-grocery. The last major growth potential in German food retailing?

Christian Seitz

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Scientific Essay from the year 2014 in the subject Business economics - Trade and Distribution, , language: English, abstract: In the German food retail business, the new online channel has not yet come to light, in contrast to other European markets. At first glance, it seems that neither the retailers nor the consumers appear to show a significant interest in e-grocery. The reason for German retailers to neglect possibilities to sell groceries online, however, is based on the premise that German consumers would lack the acceptance and interest to do so. Herein, the paper's objective is to analyze the sales potential for grocery e-commerce in the German food retailing.

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