



# Handelsmarken von Discountern (German Edition)

*geb. Köhler, Corinna Schöllgen*

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Die Bedeutung von Handelsmarken nimmt in den letzten Jahren stetig zu. Auch im deutschen Lebensmitteleinzelhandel spielen sie eine immer bedeutendere Rolle. Vor allem Discounter, die in den letzten Jahren enorme Marktanteilsgewinne verzeichnen konnten, folgen mittlerweile dem Prinzip, ihr Sortiment stark auf Handelsmarken auszurichten. Mit einem Umsatzanteil von gut einem Drittel im Lebensmitteleinzelhandel stellen Handelsmarken in der heutigen Zeit eine ernst zu nehmende Konkurrenz für die etablierten Herstellermarken dar. Obwohl Handelsmarken in den verschiedenen Betriebstypen des deutschen Lebensmitteleinzelhandel unterschiedlich große Bedeutungen besitzen, sind sie aus den Sortimenten nicht mehr wegzudenken. Da durch die Handelsmarken die Sortimente der einzelnen Handelsunternehmen weniger austauschbar sowie weniger vergleichbar sind, kann eine erhebliche Profilierung gegenüber dem Wettbewerb erreicht werden. Das Ziel dieses Buches besteht darin, die generelle Konzeption sowie die Bedeutung von Handelsmarken im deutschen Lebensmitteleinzelhandel zu untersuchen. Da bei der Betrachtung des Lebensmitteleinzelhandel in Deutschland zwei wesentliche Wachstumsphänomene, zum einen das der Handelsmarken und zum anderen das des Betriebstyps der Discounter, zu beobachten sind, soll weiterhin der Fragestellung nachgegangen werden, welche Korrelationen zwischen diesen beiden Phänomenen bestehen.

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