|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| No. stores | 685 | 445 | 420 | 985 | 270 | 507 |
| Market Share in % (2021) | 21.8 | 1.2 | 10.7 | 35.9 | 6.5 | 5.2 |
| Revenue | 9.9 billion EUR (2021) | 828.6 million EUR (2020) | $69 million (2021 NL) | 44.6 billion EUR (2021) | 2.61 billion EUR (2019) | 2.5 billion EUR (2018) |
| Selling Channels | Online, Local, Commercial | Online, Local | Local,  Online (non-food items) | Online, Local, Commercial | Online, Local, Commercial | Local |
| Awards | Online supermarket, Cheapest | ? | Fruit and vegetables | Packaging waste fund award | Meat products | Private label Product of the Year |
| Social Media Presence | Instagram,  Facebook, LinkedIn | Facebook (int.), LinkedIn (int.),  Instagram (int.) | Instagram,  Facebook,  LinkedIn | Instagram,  Facebook, LinkedIn | Facebook, LinkedIn | Instagram, Facebook, LinkedIn, Youtube |
| Delivery | YES | YES | NO | YES | YES | NO |

Sources:

<https://blog.hubspot.com/marketing/competitive-analysis-kit>

Market share: <https://www.distrifood.nl/food-data/marktaandelen>

<https://www.statista.com/statistics/589618/leading-companies-in-food-retail-netherlands/>

Top 20: <https://www.aanbiedingenfolders.nl/blog/grootste-supermarktketens-nederland-7>

<https://expatinfoholland.nl/help-guides/shopping-foods/10-largest-supermarket-chains-in-netherlands/>

AH award: <https://nieuws.ah.nl/albert-heijn-en-hordijk-winnen-afvalfonds-verpakkingen-award/>

AH revenue: <https://www.levensmiddelenkrant.nl/levensmiddelenkrant/nieuws/ah-grootste-groeier-van-2021>