

## Wondermarket

- HQ: Berlin, Germany
- Locations: Germany, UK, France, Belgium
- Founded: 2016
- Number of employees: 15000
- Industry: Retail, FMCG
- Revenue 2019/2020/2021: £120m/£108m/£100m

### Vision

Wondermarket is considered a “challenger” retail supermarket and their ambition is to grow into more countries within Europe, and then to expand into Asian and American markets. They take a unique approach with retail; they only sell their own branded products and every product has significantly reduced packaging so customers buy products “raw”. Wondermarket’s goal is to be the number one sustainable supermarket choice worldwide within the next 10 years. Its main competitors include WholeFoods and Aldi.

### Processes

- Because Wondermarket sells only their own branded products, they own and control their entire supply chain.
- Everything from farming, manufacturing, logistics and procurement of produce onto supermarket shelves is done by Wondermarket or an approved partner.
- Wondermarket was founded in 2016, meaning that it is a very modern company compared to a lot of traditional supermarkets. This meant that Wondermarket could start with new technologies and innovations because they didn’t have old traditions and legacy systems holding them back.
- Therefore, innovation is a big part of Wondermarket’s strategy, especially innovation within sustainability.

### Challenges

- Owning the entire supply chain is extremely expensive
- Owning the entire supply chain takes a lot of resources to manage and maintain
- If their own supply chain fails, perhaps due to a pandemic, it becomes very expensive to source produce and products from external suppliers on an ad-hoc basis
- They have so much data, but not the in-house expertise for analysing it properly
- They want to keep growing as a company but are unsure of the best locations to expand into
- They need to generate regular reports to keep the business informed on which stores are performing best and worst
- They are unaware of the “best” products that they have, within specific selling situations