

(which is not confined to food retailing).

**Table 6.8: Franchising across the member states**

	number of franchisors		number of franchisees	
	1993	1994	1993	1994
Austria	80	170	2500	2700
Belgium/Luxembourg	90	135	3200	2495
Denmark	42	42	500	500
Finland	..	..	..	..
France	500	500	30000	30000
Germany	370	420	15500	18000
Greece	..	..	..	..
Ireland	20	..	..	..
Italy	318	361	16100	17500
Netherlands	331	340	12640	12120
Portugal	55	70	..	..
Spain	117	250	14500	20000
Sweden	200	200	900	900
UK	373	396	18100	24900
EU Total	2496	2884	113940	129115

*Source: table 14, p.18, "Retailing in the European Economic Area, 1996", EUROSTAT*

With the growth of the hypermarket, in particular, new opportunities for scale economies and innovation have emerged. Perhaps most significant of all, is the growing use of electronic scanning at the check out.

- The diffusion of scanning has been rapid in recent years. In all member states for which data are available, its usage at least doubled between 1991 and 1994 (Table 6.9). Assuming a further acceleration post-1994, it must by now, have become a significant feature in the operations of many of Europe's leading retailers.

Not only does this technology permit a variety of internal economies, but also it provides the retailer with a rich source of detailed information about, for example, the elasticities of demand for specific brands. Undoubtedly, this has sharpened the retailer's capabilities - both in competing with its rivals and in bargaining with its suppliers, the food manufacturers.

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appear to use the term consistently.