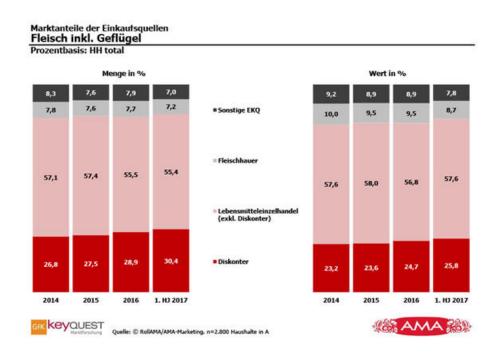


Preise steigen, Convenience boomt

RollAMA zeigt Trends im ersten Halbjahr 2017: Fleischer punkten mit Rindfleisch, Premiumqualität und Kundennähe, Diskont gewinnt Marktanteil.



; U`Yf]Y`ÒZZbYb

5``Y'UbnY][Yb

. . .

 8]Y?]`cdfY]gY`]a `JYf_Ui Z'g]bX`U`gc`XYi h`]W\`[Ygh]Y[Yb"`Jcf`U``Ya VY]a `GW\kY]bYZY]gW\ž'kc`]a `DYf]cXYbj Yf[`Y]W\`XYf`I a gUhn`i a +ž\$i `gh]Y[ž'kÀ\fYbX`X]Y`j Yf_Ui ZhY`HcbbU[Y`i a `&ž) i `gUb_"`5i Z XYb`GW\kY]bYnm_`i g`]gh`\U`h`bcW\`]a a Yf`JYf`Ugg"

5bV]YhYfž'X]Y'XUg': `Y]gWX'gc'ni VYfY]hYbž'XUgg'X]Y'5fVY]h'Ua \Ai g`]WXYb'?cWX\YfX'i bX'Ua'; UfhYb[f]```Yf`Y]WXhYfh'k]fXž gWXbY]XYb'VYgcbXYfg'[i h'UV"'8]Y'I a gÀhnY'a]h': UgWX]YfhYa gh]Y[Yb'i a'%\$ž&i 'fAYb[Ybd`i g.'' ž+i Łž'YbY'a]h'j cfVYfY]hYhYa : `Y]gWX'i bX'; YZØ[Y`'[Uf'i a'%%ž)ı"

8 Yf; f]``!6cca ']gh'Ui W\ 'Ub'XYf'A Uf_hYbhk]W_`i b['Y]bnY`bYf K UfYb[fi ddYb'UV`YgVUf"'8]Y'I a gÀhnY'a]h'6fÀhk i fgh'fK]Y'Ua Fcgh'ni f'6fUhk i fgh'a i h]YfhŁ'Yf\Ò\hYb'g]W\ 'i a '(ž' ı ž'XUg A Yb[Ybd`i g``U['U``YfX]b[g'VY]'(ž) ı "'5b'5_h]cbYb'a]h'?bUW_Yfž : fUb_Z fhYf'i bX'; f]``VfUhk ØfghYb'\YffgW\hY'VY_Ubbh`]W\ '_Y]b A Ub[Y`"

8]Y`l a gÀhnY`a]h`?cWkgWk]b_Yb`ghU[b]YfhYb`VY]`ghUV]`Yb`DfY]gYb Ui Z`\c\Ya `B]j YUi "

8 Yf'A Uf_hUbhY]``XYf'J c``gcfh]a YbhYf']a '@YVYbga]hhY`Y]bnY`\UbXY`
]a 'K i fgh!'i bX'GW\]b_Yb[YgW\ÀZh``U['&\$%) 'VY]'Y]bYa 'F Y_cfXk Yfh
j cb'*) ž% ž'gUb_'&\$%* 'Ui Z'* (ž&i 'i bX'[]b[']a 'YfghYb' < U`V'U\f
&\$%+ 'YfbYi h``Y]W\h'ni fØW_'i bX'`]Y[h'U_hi Y```VY]'Y]bYa 'K Yfh'j cb
* (ž&i '"

5i Z'b]YXf][Ya 'B]j YUi 'UVYf'fYW\h'ghUV]``]gh'XYf'5bhY]``XYf
: `Y]gW\Yf'VY]a 'J Yf_Ui Z'j cb'K i fgh'i bX'GW\]b_Yb"'9f``U[']a '\\f\
&\f*\infty''<\rightarrow\f*\YkY]`g'VY]'*\tilde{\chi}\tilde{\ch}

 $= a ?`UfhYI h. 8]Y ?cbgi a YbhYb 'g]bX `VYfY]hž'VY]a `A Yhn[Yf`ZØf : `Y]gWX `Y]bYb `?]`cdfY]g`ni `VYnU\ `Ybž'XYf`XYi h`]WX 'ØVYf`XYa 8 i fWX gWX b]hh``]Y[h"$

 $9]bYfgY]hg`g]bX`X]YgY`DfY]gi\ bhYfgWk]YXY`k\ c\ ``XUfUi\ Z$

ni fØW_ni ZØ\fYbž'XUgg'VY]'6]``Už'GdUf'i bX'<cZYf'XYf'I a gUhnUbhY]` XYg'; YZØ[Y`g'i bX'XYf'GWk Y]bYZY]gWk!5_h]cbgUb[YVchY'XYi h`]Wk\\O\Yf']gh'U`g'VY]a :: `Y]gWkYf'' 8 Ybb'X]Y'DfY]ggdfY]ni b['bUWk\GcfhYb']gh'VYUWkh`]Wk'''K Yf'Y]b'?]`c'F]bXZY]gWk'j Yf_Ui Zhž'`i _f]Yfh\XUZØf']a 'GWkb]hh'%%ž) + '\Z'VY]a 'GWk Y]bYfbYb'g]bX'Yg'+Z%&'\Z'VY]a '<i\b'bi f'*\Z'-\$'\Z'VY]a ': UgWk]YfhYb'[Uf'bi f'*\Z'\$%'\"

9bhgWXY]XYbX`UVYf`]ghž`XUgg`XUg`: `Y]gWX`j ca : `Y]gWXYf`]b`XYb
5i [Yb`XYf`?i bXYb`Y]bY`FY]\Y`j cb`Ei U`]hÀhgj cfnØ[Yb
Ui Zni k Y]gYb`\Uhž`X]Y`Y]bYb`\Ò\YfYb`DfY]g`fYWXhZYfh][h''`Hmd]gWXY
A Y\fk YfhhfY]VYf`g]bX`X]Y`Ufh[YfYWXhY`H]Yf\U`hi b[`i bX`X]Y
fY[]cbU`Y`<Yf_i bZh`XYg`: `Y]gWXYgž`X]Y`\UbXk Yf_`]WXY`NYf`Y[i b[i bX`X]Y`]bX]j]Xi Y``Yb`Ni gWXb]hhYž`X]Y`g]WX`]b`[fc»Yf`GcfhYbj]Y`ZU`h
b]YXYfgWX`U[Ybž`X]Y`VYXUfZg[YfYWXhYb`Dcfh]cb]Yfi b[ž`X]Y`fYUXml
hc`Wcc_!Ni VYfY]hi b[`gUa h`XUni `[Y\Òf][Yf`6YfUhi b[`]a
6YX]Ybi b[qj Yf_Ui Z''

.

6 Ygi WX Yb G]Y i bg Ui Z Z Y]gWXi b X Wc "Uh