



## PRESS RELEASE



Institute for Qualitative  
Market and Media Research

### **The discount supermarket phenomenon the euphoria has died down** *rheingold* Institute

at the CIES World Food Business Summit 2005, 22-24 June 2005

The discount supermarket boom at the beginning of the new millennium was neither a fleeting nor a mainly price-related phenomenon. It was the expression of a profound insecurity on the part of consumers and shook up their shopping behaviour. Discount supermarkets provided an antidote to the confusing flood of products and brands on offer at retailers in the form of clarity, orientation, and predictability, reducing the complexity of daily shopping.

But the euphoria of the discount store shopping revolution has subsided somewhat in Germany. This is one finding of a new study on discount supermarkets carried out by the Cologne-based *rheingold* market research institute. **The exclusive results of the study will be released at The CIES World Food Business Summit in Budapest by psychologist and Managing Director Stephan Grünewald.**

For their new depth-psychological study carried out all over Germany, the Cologne market research institute put 120 respondents 'on the couch' and asked them about their shopping habits in two to three hour long interviews.

About *rheingold*, Institute for Qualitative Market and Media Research, Cologne: *rheingold* is one of the most celebrated addresses for qualitative psychological impact research. With some 50 full-time employees and 140 freelancers (predominantly university psychology graduates), the institute specializes in depth-psychological cultural, market, and media research. *rheingold's* studies are based on Morphological Market and Media Research, which was developed at the University of Cologne. Each year *rheingold* puts around 5,000 women and men 'on the couch', analyzing, among other things, unconscious factors of influence and contexts of meaning, which have an impact on the behavior of every human being. The institute's clients include numerous public clients as well as top German and European companies.

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**CIES - The Food Business Forum** is the only independent global food business network. It serves the CEOs and senior management of 175 retailer and 175 supplier member companies, and their subsidiaries, in over 150 countries.

Providing a platform for knowledge-exchange, thought-leadership and networking, CIES has been growing with the food business for over 50 years. Its strength lies in the active commitment of its member companies and its privileged access to key industry players which allows the organisation to facilitate the development of common positions and tools on key strategic and practical issues affecting the food business.