

day by day

Day by Day NANTES (FRANCE)

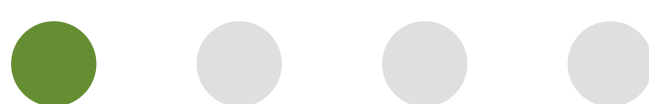


Where is it?

The company's first store opened in 2013 in Meudon (92). Nantes, the fifth store, opened only two years later, the time taken to prove the concept. Stores are always located in town centres close to other food outlets (butchers, bakers, off-licences etc.).

By mid-2016, Day by Day had 16 outlets. And around a dozen additional stores will open before the end of the year.

By Olivier Dauvers



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What is it?



Day by Day is a small-format grocery store (around 50 m²) designed to be operated by independent merchants (the chain is a franchise).

Day by Day describes itself as being a “self-service grocers”. The average size of stores is 50 m² (up to 70 m² wherever possible), and Day by Day sells around 500 items by weight. Whether it be pasta, cereal, flour, olive oil, even washing up liquid and soap, the customer always chooses the amount they want to buy. Some frequent customers also bring their own Containers. For the others, Day by Day provides bags and will even supply jars. Some of these jars have even been donated by the customers themselves.

The goal here is clearly to look for different ways of consuming products. In short, it is a form of militantism which is similar in some ways to organic shops. What is more, a significant portion of the offering is supplied by organic farms. However, this was not the original goal of the chain. Explanation: for some products, only organic suppliers will sell by weight. For reasons of hygiene and operating practices in stores, it should be noted that fresh products are absent. Although Day by Day is thinking about this as well...

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Key figures



Number of stores

25

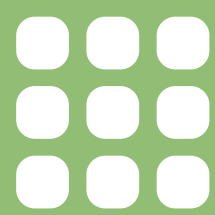
by the end
of 2016



Sales floor

50-70 m²

on average



Number
of items

500



Target

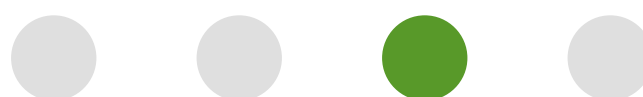
100 stores

by the end
of 2018



The concept of selling all products loose requires an ongoing learning process about alternative consumption trends! Customers particularly need advice on using the products (the absence of packaging obviously means that there are no “instructions”).

By Olivier Dauvers



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What is interesting about it?

Financially speaking, Day by Day is a modest initiative. Even if they meet the goal of establishing 100 stores by the end of 2018, the company is not showing on the radar of supermarket chains as it has a turnover under €30 million (the equivalent of a very small hypermarket!). However, Day by Day illustrates the current appetite for "alternative consumption methods" and says a lot about changing consumer trends. What is more, a number of "traditional" outlets are now also offering loose products. Auchan pioneered this around 10 years ago. Lidl is also currently testing the system in around 50 stores. Day by Day is therefore riding a structural change in consumer trends!

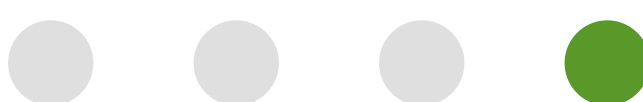


Other innovations include an extension to the fresh produce zone with the inclusion of a private label restaurant. Terre d'Italia is in fact the local equivalent of Reflets de France.



Absolutely all products in the store are sold loose: by weight, by volume or by unit. Aside from food products, this is also the case for washing-up liquid and soap. This is often a surprise to customers when they first visit the store!

By Olivier Dauvers



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