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*excludes Discounters . 2 Executive Summary • In Western Europe, The 11 Countries Total Fmcg ... Total Fmcg Coverage At Country Level Drug Discounters Hypermarkets >2500m2 Large Supermarkets 1000-2500 Mar 4th, 2024. WESTERN EUROPEAN FMCG REPORT Q4 2017 - NielsenWESTERN EUROPEAN FMCG REPORT – 11 COUNTRIES TOTAL FMCG COVERAGE AT COUNTRY LEVEL: Drug Discounters Hypermarkets >2500m2 Large Supermarkets 1000-2500m2 Small Supermarkets 400-1000m2 Trad./ Superettes