# COVER PHOTOGRAPHY ALAMY

Discount stores make up 40% of the market in Germany, but less than 5% in the UK. But that could be changing PAGE 28







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### **Our promise** Independent and not for profit

Which? aims to help you choose the best goods and services - and avoid the worst. We're entirely independent - we take no ads, no freebies and everything we test is paid for at full price. Since 1957 we've informed, influenced and campaigned on behalf of all consumers in the UK.

### **Best Buvs**

These are products that achieve high total test scores.



### **Don't Buvs**

These are products that have performed extremely poorly in at least one of our key tests or that have achieved very low total test scores.

### **Exceptional Value**

EXCEPTIONAL Our coveted award is given on those rare occasions to products that are both of superb quality and outstandingly priced.

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