

Discounters in Spain

Market Direction | 2023-03-21 | 36 pages | Euromonitor

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Report description:

2022 was another successful year for Lidl in Spain. The company continued to expand its network, reaching more than 650 outlets, with the ambition of reaching 700 outlets in the next year. Like Aldi, it has a strategy of opening outlets in the neighbourhoods of urban areas, thus competing with convenience stores in terms of proximity to customers. Nevertheless, it should be mentioned that despite accounting for lower value sales than Lidl, Dia (Distribuidora Internacional de Alimentacion (Dia) S...

Euromonitor International's Discounters in Spain report offers insight into key trends and developments driving the industry. The report examines all retail channels to provide sector insight. Channels include hypermarkets, supermarkets, discounters, convenience stores, mixed retailers, health and beauty retailers, clothing and footwear retailers, furniture and furnishing stores, DIY and hardware stores, durable goods retailers, leisure and personal goods retailers. There are profiles of leading retailers, with analysis of their performance and the challenges they face. There is also analysis of non-store retailing: vending; homeshopping; internet retailing; direct selling, as available.

Data coverage: market sizes (historic and forecasts), company shares, brand shares and distribution data.

Why buy this report?

- * Get a detailed picture of the Discounters market;
- * Pinpoint growth sectors and identify factors driving change;
- * Understand the competitive environment, the market's major players and leading brands;
- * Use five-year forecasts to assess how the market is predicted to develop.

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