

Supermarkets in Portugal

Market Direction | 2024-03-04 | 34 pages | Euromonitor

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Report description:

In 2023, retail value growth was double-digit for supermarkets in Portugal. During the outbreak of COVID-19, supermarkets experienced a temporary increase in sales as consumers stockpiled goods - however, this placed pressure on retailers to ensure stock levels were sufficient. Moving into 2022 and 2023, rising inflation placed further pressure on supermarkets. While price increases led to double-digit retail value growth, players were looking to retain customers, and consumers were looking to s...

Euromonitor International's Supermarkets in Portugal 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 Supermarkets 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.

Euromonitor International has over 40 years' experience of publishing market research reports, business reference books and online information systems. With offices in London, Chicago, Singapore, Shanghai, Vilnius, Dubai, Cape Town, Santiago, Sydney, Tokyo and Bangalore and a network of over 800 analysts worldwide, Euromonitor International has a unique capability to develop reliable information resources to help drive informed strategic planning.

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KEY DATA FINDINGS

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Supermarkets conquer share through offering discounts and loyalty cards

Mercadona continues to expand, offering its strong private label line to consumers

The landscape remains consolidated, with expansion plans focused on proximity

PROSPECTS AND OPPORTUNITIES

Supermarkets are set to conquer share through ongoing expansion

Mercadona will continue to perform well, investing in ongoing expansion in Portugal

Innovation to improve the consumers' experience and standout on the landscape

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