

## **Discounters in Belgium**

Market Direction | 2025-02-28 | 33 pages | Euromonitor

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### **Report description:**

Price stabilisation and reduced pressure on purchasing power had a negative effects on sales through discounters. Indeed, during the peak of the inflation crisis consumers were extremely price sensitive and this boosted sales through discounters as consumers looked for the most affordable prices when shopping for their groceries. However, in 2024 some consumers returned to doing their grocery shopping in supermarkets where there is generally a wider range of products and brands to choose from.

Euromonitor International's Discounters in Belgium 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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