

Hypermarkets in Portugal

March 2024

Table of Contents

Hypermarkets in Portugal - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

Despite positive growth, hypermarkets lose share to smaller formats Auchan opens a new outlet focused on fresh products and bulk sales

The circular economy rises as retailers launch eco-friendly initiatives

PROSPECTS AND OPPORTUNITIES

A lack of expansion and competition from smaller formats negatively impacts hypermarkets

Hypermarkets offer innovative spaces to attract consumers through the doors

Lack of available space hinders outlet expansion for hypermarkets

CHANNEL DATA

Table 1 - Hypermarkets: Value Sales, Outlets and Selling Space 2018-2023

Table 2 - Hypermarkets: Value Sales, Outlets and Selling Space: % Growth 2018-2023

Table 3 - Hypermarkets GBO Company Shares: % Value 2019-2023

Table 4 - Hypermarkets GBN Brand Shares: % Value 2020-2023

Table 5 - Hypermarkets LBN Brand Shares: Outlets 2020-2023

Table 6 - Hypermarkets Forecasts: Value Sales, Outlets and Selling Space 2023-2028

Table 7 - Hypermarkets Forecasts: Value Sales, Outlets and Selling Space: % Growth 2023-2028

Retail in Portugal - Industry Overview

EXECUTIVE SUMMARY

Retail in 2023: The big picture

Omnichannel: a unique online and physical experience

How stores layouts are changing in Portugal

What next for retail?

OPERATING ENVIRONMENT

Informal retail

Opening hours for physical retail

Summary 1 - Standard Opening Hours by Channel Type 2023

Seasonality

Christmas

Back to School

Easter

MARKET DATA

Table 8 - Sales in Retail by Retail Offline vs Retail E-Commerce: Value 2018-2023

Table 9 - Sales in Retail by Retail Offline vs Retail E-Commerce: % Value Growth 2018-2023

Table 10 - Sales in Retail Offline by Channel: Value 2018-2023

Table 11 - Sales in Retail Offline by Channel: % Value Growth 2018-2023

Table 12 - Retail Offline Outlets by Channel: Units 2018-2023

Table 13 - Retail Offline Outlets by Channel: % Unit Growth 2018-2023

Table 14 - Sales in Retail E-Commerce by Product: Value 2018-2023

Table 15 - Sales in Retail E-Commerce by Product: % Value Growth 2018-2023

Table 16 - Grocery Retailers: Value Sales, Outlets and Selling Space 2018-2023

Table 17 - Grocery Retailers: Value Sales, Outlets and Selling Space: % Growth 2018-2023

Table 18 - Sales in Grocery Retailers by Channel: Value 2018-2023

Table 19 - Sales in Grocery Retailers by Channel: % Value Growth 2018-2023

Table 20 - Grocery Retailers Outlets by Channel: Units 2018-2023

- Table 21 Grocery Retailers Outlets by Channel: % Unit Growth 2018-2023
- Table 22 Non-Grocery Retailers: Value Sales, Outlets and Selling Space 2018-2023
- Table 23 Non-Grocery Retailers: Value Sales, Outlets and Selling Space: % Growth 2018-2023
- Table 24 Sales in Non-Grocery Retailers by Channel: Value 2018-2023
- Table 25 Sales in Non-Grocery Retailers by Channel: % Value Growth 2018-2023
- Table 26 Non-Grocery Retailers Outlets by Channel: Units 2018-2023
- Table 27 Non-Grocery Retailers Outlets by Channel: % Unit Growth 2018-2023
- Table 28 Retail GBO Company Shares: % Value 2019-2023
- Table 29 Retail GBN Brand Shares: % Value 2020-2023
- Table 30 Retail Offline GBO Company Shares: % Value 2019-2023
- Table 31 Retail Offline GBN Brand Shares: % Value 2020-2023
- Table 32 Retail Offline LBN Brand Shares: Outlets 2020-2023
- Table 33 Retail E-Commerce GBO Company Shares: % Value 2019-2023
- Table 34 Retail E-Commerce GBN Brand Shares: % Value 2020-2023
- Table 35 Grocery Retailers GBO Company Shares: % Value 2019-2023
- Table 36 Grocery Retailers GBN Brand Shares: % Value 2020-2023
- Table 37 Grocery Retailers LBN Brand Shares: Outlets 2020-2023
- Table 38 Non-Grocery Retailers GBO Company Shares: % Value 2019-2023
- Table 39 Non-Grocery Retailers GBN Brand Shares: % Value 2020-2023
- Table 40 Non-Grocery Retailers LBN Brand Shares: Outlets 2020-2023
- Table 41 Forecast Sales in Retail by Retail Offline vs Retail E-Commerce: Value 2023-2028
- Table 42 Forecast Sales in Retail by Retail Offline vs Retail E-Commerce: % Value Growth 2023-2028
- Table 43 Forecast Sales in Retail Offline by Channel: Value 2023-2028
- Table 44 Forecast Sales in Retail Offline by Channel: % Value Growth 2023-2028
- Table 45 Forecast Retail Offline Outlets by Channel: Units 2023-2028
- Table 46 Forecast Retail Offline Outlets by Channel: % Unit Growth 2023-2028
- Table 47 Forecast Sales in Retail E-Commerce by Product: Value 2023-2028
- Table 48 Forecast Sales in Retail E-Commerce by Product: % Value Growth 2023-2028
- Table 49 Grocery Retailers Forecasts: Value Sales, Outlets and Selling Space 2023-2028
- Table 50 Grocery Retailers Forecasts: Value Sales, Outlets and Selling Space: % Growth 2023-2028
- Table 51 Forecast Sales in Grocery Retailers by Channel: Value 2023-2028
- Table 52 Forecast Sales in Grocery Retailers by Channel: % Value Growth 2023-2028
- Table 53 Forecast Grocery Retailers Outlets by Channel: Units 2023-2028
- Table 54 Forecast Grocery Retailers Outlets by Channel: % Unit Growth 2023-2028
- Table 55 Non-Grocery Retailers Forecasts: Value Sales, Outlets and Selling Space 2023-2028
- Table 56 Non-Grocery Retailers Forecasts: Value Sales, Outlets and Selling Space: % Growth 2023-2028
- Table 57 Forecast Sales in Non-Grocery Retailers by Channel: Value 2023-2028
- Table 58 Forecast Sales in Non-Grocery Retailers by Channel: % Value Growth 2023-2028
- Table 59 Forecast Non-Grocery Retailers Outlets by Channel: Units 2023-2028
- Table 60 Forecast Non-Grocery Retailers Outlets by Channel: % Unit Growth 2023-2028

DISCLAIMER

SOURCES

Summary 2 - Research Sources

About Euromonitor International

Euromonitor International is an independent market intelligence provider. Data, insight and analysis stem from in-the-field research spanning 210 national markets.

Content ranges from the in-depth and country-specific, to key strategic themes with a global range and significance. Products cover a comprehensive range of insights and market data, but can be broadly categorised as:

- Strategy Briefings: Global or regional in scope, and focussing on the most important themes shaping consumer demand, the key markets, competitive environment and future outlook across a range of industries.
- Company Profiles: Analysis dedicated to the world's most significant companies, with detailed insight into their activities, focus of operations, their competitors, their geographic presence and performance.
- Country Reports: For an in-depth understanding of specific countries, whether by industry, economic metrics or consumer
 trends and lifestyles. These reports cover current trends, consumer demand, market potential and future prospects, with
 country-specific local insight and comprehensive data, unavailable elsewhere.

For more information on this report, further enquiries can be directed via this link www.euromonitor.com/hypermarkets-in-portugal/report.