

Discounters in Portugal

March 2024

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Discounters in Portugal - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

Ongoing expansion and affordable price points boost growth for discounters

The economic landscape boosts the popularity of discounter retailers

The competitive landscape changes as Minipreço stores are sold to Auchan

PROSPECTS AND OPPORTUNITIES

Discounters showcase flat growth over the early forecast period

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