

Hypermarkets in Portugal

March 2024

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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
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Lack of available space hinders outlet expansion for hypermarkets

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