

# Discounters in Portugal

March 2024

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## 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

Lidl invests in a new warehouse to improve operations and logistics in Portugal

Aldi focuses on a strong expansion plan, set to offer 200 outlets nationwide

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