

# **Convenience Retailers in Portugal**

March 2024

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## Convenience Retailers in Portugal - Category analysis

# **KEY DATA FINDINGS**

#### 2023 DEVELOPMENTS

Convenience retailers expand as consumers appreciate proximity Larger formats dampen sales growth as consumers hunt for affordable prices Amanhecer maintains its share, adding value by improving the consumer experience

#### PROSPECTS AND OPPORTUNITIES

Growth continues, however, competition from larger retailing formats rises Auchan's movements on the competitive landscape across the forecast period Digitalisation and improved services as a way to increase competitiveness

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