



Euromonitor
International

Discounters in Portugal

July 2026

Table of Contents

Discounters in Portugal - Category analysis

KEY DATA INSIGHTS

2025 DEVELOPMENTS

Discounters Summary

KEY INDUSTRY TRENDS

Chart 1 - Key Industry Trends for Discounters

INDUSTRY PERFORMANCE

Retail Consolidation Impacts the Overall Performance of Discounters

Private Label Evolution at the Heart of Lidl's Strategy

Chart 2 - Lidl Expands Private Label Portfolio

Chart 3 - Value Sales 2020-2030

WHAT'S NEXT?

Lidl and Aldi to Modernise Stores and Product Offers to Capture Value-Driven, yet Discerning Shoppers

Chart 4 - Forecast Value Sales 2020-2030

COMPETITIVE LANDSCAPE

Lidl Expands Digital Convenience and Store Network to Secure Dominance

Chart 5 - Analyst Insight for Discounters

Chart 6 - Company Shares 2025

Chart 7 - Brand Shares 2025

ECONOMIC CONTEXT

Chart 8 - Economic Context for Discounters

Chart 9 - Real Gdp Growth 2020-2030

Chart 10 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 11 - Consumer Context for Discounters

Chart 12 - Population 2020-2030

Chart 13 - Population by Generation 2025

COUNTRY REPORTS DISCLAIMER

Retail in Portugal - Industry Overview

EXECUTIVE SUMMARY

Online Marketplace Platforms Reshape Value Dynamics While Convenience Retailers Enjoy Burgeoning Appeal

KEY DATA INSIGHTS

KEY INDUSTRY TRENDS

Chart 14 - Key Industry Trends for Retail

INDUSTRY PERFORMANCE

Online Marketplace Platforms Reshape Value Dynamics While Convenience Retailers Enjoy Burgeoning Appeal

Uber Direct and Leroy Merlin Drive Convenience as a Loyalty Benchmark

Chart 15 - Uber Direct and Leroy Merlin's Delivery Partnership

Chart 16 - Value Sales 2020-2030

Chart 17 - Value Sales by Category 2025

WHAT'S NEXT?

Rise of E-Commerce and Circularity to Redefine Shopping Experiences

Chart 18 - Analyst Insight for Retail

Grocery Retailers to Leverage Competitive Pricing and Convenience to Drive Strong Growth

Chart 19 - Forecast Value Sales 2020-2030

Chart 20 - Forecast Value Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

Modelo Continente Hipermercados Strengthens Position through Omnichannel Integration and Customer Engagement

Chart 21 - Continente Modelo Opens World's Largest Smart Store

Retail Innovation Is a Key Competitive Tool

Chart 22 - Mango Releases Mango Stylist

Chart 23 - Company Shares 2025

Chart 24 - Brand Shares 2025

OPERATING ENVIRONMENT

Informal Retail

Opening Hours for Physical Retail

Chart 25 - Standard Opening Hours by Channel Type 2025

Seasonality

Black Friday

Christmas

Back to School

Easter

ECONOMIC CONTEXT

Chart 26 - Economic Context for Retail

Chart 27 - Real Gdp Growth 2020-2030

Chart 28 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 29 - Consumer Context for Retail

Chart 30 - Population 2020-2030

Chart 31 - Population by Generation 2025

COUNTRY REPORTS DISCLAIMER

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/discounters-in-portugal/report.