

Discounters in Italy

March 2024

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KEY DATA FINDINGS

2023 DEVELOPMENTS

Price sensitivity encourages more consumers to shop at discounters despite easing inflationary pressures

Lidl claims the top spot as Eurospin faces increasing competition

Growing territorial presence to welcome additional footfall

PROSPECTS AND OPPORTUNITIES

Discounters set to remain the most dynamic category with private label seen as a key competitive advantage

ESG initiatives seen as important in retaining customer loyalty

Digitalisation and e-commerce set to play a more prominent role in the future of discounters

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Sustainability in 2023 and onwards,

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Informal retail

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