

Discounters in Belgium

March 2024

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Discounters in Belgium - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

Sluggish performance for discounters in 2023

Aldi and Lidl reign supreme

Lidl flexes its sustainability credentials

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While core consumers will remain loyal, e-commerce will pose growing competition

Lidl and Aldi to streamline their operations

Greater investment in digitalisation

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