

Supermarkets in Portugal

March 2024

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KEY DATA FINDINGS

2023 DEVELOPMENTS

Supermarkets conquer share through offering discounts and loyalty cards
Mercadona continues to expand, offering its strong private label line to consumers
The landscape remains consolidated, with expansion plans focused on proximity

PROSPECTS AND OPPORTUNITIES

Supermarkets are set to conquer share through ongoing expansion
Mercadona will continue to perform well, investing in ongoing expansion in Portugal
Innovation to improve the consumers' experience and standout on the landscape

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