

Discounters in Spain

February 2024

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Discounters in Spain - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

Discounters benefit from maintaining lower prices, in a market with still high inflation rates

Dia's restructuring affects expansion in outlets and selling space

Lidl remains on top as it launches its online wine cellar

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Discounters not yet ready to fully commit to e-commerce

Sustainability and circular economy

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