



# Supermarkets in Portugal

March 2024

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## Supermarkets in Portugal - Category analysis

### 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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How stores layouts are changing in Portugal  
What next for retail?

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