

General Merchandise Stores in Portugal

March 2025

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General Merchandise Stores in Portugal - Category analysis

KEY DATA FINDINGS

2024 DEVELOPMENTS

General merchandise stores see a flat performance due to challenges affecting both department and variety stores

Variety stores remains a highly-fragmented and competitive channel

Department stores suffer from lower spending on fashion products

PROSPECTS AND OPPORTUNITIES

Department stores set to recover over the coming years, thanks to stronger consumer spending and inbound tourism

Variety stores gaining steam supported by increasing competition

Further new players set to emerge in variety stores

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