

# Hypermarkets in Portugal

<https://marketpublishers.com/r/H1FB5D5F021EN.html>

Date: March 2024

Pages: 33

Price: US\$ 990.00 (Single User License)

ID: H1FB5D5F021EN

## Abstracts

Inflation rates drove retail value sales of grocery retailers in Portugal in 2023, with hypermarkets showing positive value growth despite losing competitiveness to smaller concepts such as supermarkets and discounters. Although hypermarkets offer a wide assortment of goods, the stores lose competitiveness when it comes to proximity, often located further away from neighbourhoods. Many consumers are changing their preferences when choosing where to shop for food, preferring to shop more often ne...

Euromonitor International's Hypermarkets in Portugal report offers insight into key trends and developments driving the industry. The report examines all retail channels to provide sector insight. Channels include hypermarkets, supermarkets, discounters, convenience stores, mixed retailers, health and beauty retailers, clothing and footwear retailers, furniture and furnishing stores, DIY and hardware stores, durable goods retailers, leisure and personal goods retailers. There are profiles of leading retailers, with analysis of their performance and the challenges they face. There is also analysis of non-store retailing: vending; homeshopping; internet retailing; direct selling, as available.

Data coverage: market sizes (historic and forecasts), company shares, brand shares and distribution data.

Why buy this report?

Get a detailed picture of the Hypermarkets market;

Pinpoint growth sectors and identify factors driving change;

Understand the competitive environment, the market's major players and leading brands;

Use five-year forecasts to assess how the market is predicted to develop.

Euromonitor International has over 40 years' experience of publishing market research reports, business reference books and online information systems. With offices in London, Chicago, Singapore, Shanghai, Vilnius, Dubai, Cape Town, Santiago, Sydney, Tokyo and Bangalore and a network of over 800 analysts worldwide, Euromonitor International has a unique capability to develop reliable information resources to help drive informed strategic planning.

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Euromonitor International  
March 2024

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