



Supermarkets in Portugal

July 2026

Table of Contents

Supermarkets in Portugal - Category analysis

KEY DATA INSIGHTS

2025 DEVELOPMENTS

Supermarkets Summary

KEY INDUSTRY TRENDS

Chart 1 - Key Industry Trends for Supermarkets

INDUSTRY PERFORMANCE

Economic and Demographic Trends Impact Channel Development

Strategic Expansion and AI-Powered Operational Innovation Add Dynamism to Supermarkets

Chart 2 - Continente Modelo Sets the Pace for AI Adoption in Grocery Retail

Chart 3 - Value Sales 2020-2030

WHAT'S NEXT?

Smaller Formats to Drive Growth Opportunities as Price Focus Intensifies

Chart 4 - Analyst Insight for Supermarkets

Retailers to Accelerate Automation and Personalisation to Sustain Margins

Chart 5 - Forecast Value Sales 2020-2030

COMPETITIVE LANDSCAPE

Mercadona Emerges as a Strong Challenger as Pingo Doce Defends Its Leadership

Chart 6 - Mercadona's Expansion in 2025

Chart 7 - Company Shares 2025

Chart 8 - Brand Shares 2025

ECONOMIC CONTEXT

Chart 9 - Economic Context for Supermarkets

Chart 10 - Real Gdp Growth 2020-2030

Chart 11 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 12 - Consumer Context for Supermarkets

Chart 13 - Population 2020-2030

Chart 14 - Population by Generation 2025

COUNTRY REPORTS DISCLAIMER

Retail in Portugal - Industry Overview

EXECUTIVE SUMMARY

Online Marketplace Platforms Reshape Value Dynamics While Convenience Retailers Enjoy Burgeoning Appeal

KEY DATA INSIGHTS

KEY INDUSTRY TRENDS

Chart 15 - Key Industry Trends for Retail

INDUSTRY PERFORMANCE

Online Marketplace Platforms Reshape Value Dynamics While Convenience Retailers Enjoy Burgeoning Appeal

Uber Direct and Leroy Merlin Drive Convenience as a Loyalty Benchmark

Chart 16 - Uber Direct and Leroy Merlin's Delivery Partnership

Chart 17 - Value Sales 2020-2030

Chart 18 - Value Sales by Category 2025

WHAT'S NEXT?

Rise of E-Commerce and Circularity to Redefine Shopping Experiences

Chart 19 - Analyst Insight for Retail

Grocery Retailers to Leverage Competitive Pricing and Convenience to Drive Strong Growth

Chart 20 - Forecast Value Sales 2020-2030

Chart 21 - Forecast Value Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

Modelo Continente Hipermercados Strengthens Position through Omnichannel Integration and Customer Engagement

Chart 22 - Continente Modelo Opens World's Largest Smart Store

Retail Innovation Is a Key Competitive Tool

Chart 23 - Mango Releases Mango Stylist

Chart 24 - Company Shares 2025

Chart 25 - Brand Shares 2025

OPERATING ENVIRONMENT

Informal Retail

Opening Hours for Physical Retail

Chart 26 - Standard Opening Hours by Channel Type 2025

Seasonality

Black Friday

Christmas

Back to School

Easter

ECONOMIC CONTEXT

Chart 27 - Economic Context for Retail

Chart 28 - Real Gdp Growth 2020-2030

Chart 29 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 30 - Consumer Context for Retail

Chart 31 - Population 2020-2030

Chart 32 - Population by Generation 2025

COUNTRY REPORTS DISCLAIMER

About Euromonitor International

Euromonitor International is an independent market intelligence provider. Data, insight and analysis stem from in-the-field research spanning 210 national markets.

Content ranges from the in-depth and country-specific, to key strategic themes with a global range and significance. Products cover a comprehensive range of insights and market data, but can be broadly categorised as:

- **Strategy Briefings:** Global or regional in scope, and focussing on the most important themes shaping consumer demand, the key markets, competitive environment and future outlook across a range of industries.
- **Company Profiles:** Analysis dedicated to the world's most significant companies, with detailed insight into their activities, focus of operations, their competitors, their geographic presence and performance.
- **Country Reports:** For an in-depth understanding of specific countries, whether by industry, economic metrics or consumer trends and lifestyles. These reports cover current trends, consumer demand, market potential and future prospects, with country-specific local insight and comprehensive data, unavailable elsewhere.

For more information on this report, further enquiries can be directed via this link www.euromonitor.com/supermarkets-in-portugal/report.