

Discounters in France

February 2024

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Discounters in France - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

Discounters continues to benefit from inflation crisis

Lidl maintains leadership despite lack of dynamism in 2023

Aldi slows expansion amid intensified competition

PROSPECTS AND OPPORTUNITIES

Ongoing waves of openings during continuous crisis

Blurred lines between discounters and competing channels

Competition will intensify within discounting channel

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What next for retail?

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Opening hours for physical retail

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