



# PORTUGAL

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## RETAIL TRENDS

Promotions, promotions and more promotions. Portuguese retail is making a strong pitch on sales and market share. Retail brands are witnessing decreasing sales, on the other hand the industry brands are seeing increasing sales, especially with promotions. Retailers are putting some efforts on e-commerce sales, but this is still not “booming”.

## CONSUMER TRENDS

“Promo-addicted”. The Portuguese consumer buys, mostly, promotion items. Promotions cut across categories. Despite that, consumers are on the lookout for new experiences, for more healthy food and “free from” products.

## TREND 1: NEW EXPERIENCES

Portuguese consumers are looking for new experiences in food. For several years they were a bit conservative regarding new flavors. There is a lot of diversity in Portuguese food, but now they are discovering new options. Some creative, some experimental.

## VINAGRE DE TOMATE

Brand: Mendes Gonçalves /Paladin

Launch date: 03/2015

Category: Grocery

Family: Oils and Vinegars

**General description:** Tomato Vinegar is a real example of PALADIN’s mission as it adds value to the best Portuguese agricultural products and processes them before they reach the consumer accompanied by a modern image and an inspiring message. PALADIN presents the only vinegar in the world made from excellent raw materials: Portuguese tomatoes.

**Why is this product a success?** The result is a product of excellence which leaves the Portuguese feeling proud of the best that is made in their country. An extremely aromatic vinegar which not only blends perfectly with a tomato salad but also heightens its taste.





## TREND 2: FREE FROM

Free from gluten, free from sugar, free from lactose. The food retail market in Portugal is being taken over by several options for products without gluten or lactose.

### ZERO% LACTOSE

Brand: UCAL/Zero% Lactose

Launch date: 12/2015

Category: Fresh Products

Family: Dairy Products

**General description:** Launched in the Portuguese market in late 2015, UCAL ZERO% Lactose follows the same recipe as the best selling successful chocolate milk in the Portuguese market. Despite the late release, it is doing very well in sales.



**Why is this product a success?** They have changed the recipe for Lactose intolerant consumers by breaking it into more simple sugars in the milk.

## TREND 3: HEALTHY FOOD

Portuguese consumers are more into healthy products.

### OLIVEIRINHA

Brand: Grupo Sovena/ Oliveira da Serra

Launch date: 04/2015

Category: Grocery

Family: Oils and vinegars

Sub-family: Olive Oil

**General description:** Olive oil made for children. With 0.3% bitterness, this virgin olive oil is very a sweet and delicate product made with a special kind of olive.

**Why is this product a success?** This olive oil follows the trend of giving proper and healthy nutrition for infants and children.



## NEW RETAIL CONCEPT

Food retail is banking on having a typical market-food environment in their hypermarkets. Fresh food is the option that Pingo Doce Telheiras (Jerónimo Martins Group) or Continente Matosinhos (Sonae Group) have chosen. Some shops are selling products in a bulk-buying system like Jumbo Sintra (Auchan Group). And of course, still on but not new, is the convenience trend. Everybody wants to be near the customer.



## **OTHER MAJOR RETAILERS**

Intermarché is also banking on fresh products made locally and Minipreço Dia is opening more stores in the city center. Also “Amanhecer” from Jeronimo Martins Group and “Meu Super” from Sonae MC are changing the traditional market and supporting young and old entrepreneurs to modernize their local small stores.

## **DO NOT MISS**

Mercado da Ribeira (Time Out) and Mercado de Campo de Ourique, the new Pingo Doce store in Telheiras (Lisbon) and the new Continente hypermarket in Matosinhos (Porto) and Jumbo Sintra.