



**PARTICIPANTS, NOMINEES AND WINNERS
EDITION 2020-2021**

Overall



A Melhor Loja Portugal 2020-2021

18 categories

128 participants

47 nominees

More than 80.000 evaluations

The overall winner is Lid!

The overall winner of the award 'A Melhor Loja Portugal' is determined based on NPS, among other factors. Only participants that have met the voting limit after analysis and won a category award are qualifying for this overall title. When a participant has won multiple categories, the reviews/numbers will be combined proportionally.

Webshop Award Portugal 2020-2021

10 categories

81 participants

26 nominees

More than 13.000 evaluations

The overall winner is Wook!

The overall winner of the award 'Webshop award Portugal' is determined based on NPS, among other factors. Only participants that have met the voting limit after analysis and have won a category award are qualifying for this overall title. When a participant has won multiple categories, the reviews/numbers will be combined proportionally.

Retailer of the Year Portugal 2020-2021

The title 'Retailer of the Year Portugal 2020-2021' is for Lid!

The winner of this award is determined by consumers during the category assessment. At the end of the questionnaire, they are asked which retailer they think is the best overall and to what extent they stand out from other (web) stores. Only participants that have met the voting limit after analysis and won a category award are qualifying for this overall title.

Explanation of the following ‘Category’ pages (1)

At the next 19 pages we show you some information per category. We show you per category the participants, the nominees and the winner. Before the information is shown, we will explain shortly what we mean with ‘Participants’ and ‘Nominees’ per category in this report.

‘Participants’

1. All retail chains with a minimum of five stores in Portugal and retail chains with more than 30 stores in Europe, with at least three of which are located in Portugal, could be voted for/evaluated in the ‘A Melhor Loja Portugal’ 2020-2021 election. They were presented in a dropdown list in the questionnaire.

The names of the retailers we mention in this report as ‘Participants’ are the retailers that have actually been voted for/evaluated by the respondents that filled in the questionnaire of the 2020-2021 edition.

2. All retail chains that met the above requirement and have a webshop - selling products in Portugal - and all ‘pure players’ in Portugal could be voted for/evaluated in the ‘Webshop Award Portugal’ election, edition 2020 - 2021. They were presented in a dropdown list in the questionnaire.

The names of the (online) retailers we mention in this report as ‘Participants’ are the (online) retailers that have actually been voted for/evaluated by the respondents that filled in the questionnaire of the 2020-2021 edition.

Explanation of the following 'Category' pages (2)

'Nominees'

The (online) retailers that have reached the minimum voting limit for the specific category (380, 200 or 100 votes) with a minimum of two and a maximum of five nominees per category.

'Winner'

Only one of the nominees can be the winner of this category. The 'category winner' will be the nominee with the highest, corrected* final mark.

** A correction based on the number of assessments is subtracted from the average final grade to calculate the corrected final grade. Simply put, the correction has to do with the fact that it says more if 500 people give you a grade '7', than if 100 people give you a grade '7'.*

1. Acessórios de Moda (2020-2021)



A Melhor Loja Portugal 2020-2021
Voting limit: 100 votes

Participants	Acessorize Bimba y Lola Claire´s Misako Paco Martinez Parfois Prof
Nominees	Acessorize Bimba y Lola Claire´s Parfois
Winner	Parfois
Total votes in this category	1179



2. Artigos de Desporto (2020-2021)



	<i>A Melhor Loja Portugal 2020-2021</i> <i>Voting limit: 200 votes</i>	<i>Webshop Award Portugal 2020-2021</i> <i>Voting limit: 100 votes</i>
Participants	Adidas B strong Decathlon Extreme JD Sports KICKS Nike Sport Zone Sportino Sports Direct	Adidas B strong Decathlon Extreme JD Sports KICKS Nike Prozis Sport Zone Sportino Sports Direct
Nominees	Decathlon Sport Zone	Adidas Decathlon Nike Sport Zone
Winner	Decathlon	Decathlon
Total votes in this category	1538	953

3. Bricolage, Decoração e Jardim (2020-2021)



A Melhor Loja Portugal 2020-2021
Voting limit: 100 votes

Participants	Bricomarche Leroy Merlin MaxMat
Nominees	Bricomarche Leroy Merlin MaxMat
Winner	Leroy Merlin
Total votes in this category	858

4. Cafeteria (2020-2021)



Webshop Award Portugal 2020-2021
Voting limit: 100 votes

Participants	Delta Q Nespresso
Nominees	Delta Q Nespresso
Winner	Nespresso
Total votes in this category	354



5. Cosmética & Perfumaria (2020-2021)



	<i>A Melhor Loja Portugal 2020-2021</i> <i>Voting limit: 200 votes</i>	<i>Webshop Award Portugal 2020-2021</i> <i>Voting limit: 100 votes</i>
Participants	Boticário Douglas Equivalenza iBeauty Kiko Perfumes & Companhia Rituals Sephora The Body Shop	Boticário Douglas Equivalenza iBeauty Kiko Perfumes & Companhia Perfume's Club Perfumes.pt Rituals Sephora
Nominees	Boticário Perfumes & Companhia	Boticário Perfumes & Companhia Perfume's Club Perfumes.pt
Winner	Boticário	Perfume's Club
Total votes in this category	1148	742



6. Electrodomésticos (2020-2021)



	<i>A Melhor Loja Portugal 2020-2021</i> <i>Voting limit: 200 votes</i>	<i>Webshop Award Portugal 2020-2021</i> <i>Voting limit: 100 votes</i>
Participants	Euronics FNAC JOM Media Markt Rádio Popular Worten	Euronics FNAC JOM Media Markt Rádio Popular Worten
Nominees	Rádio Popular Worten	FNAC Media Markt Rádio Popular Worten
Winner	Worten	Worten
Total votes in this category	946	736



7. Eletrónica de Consumo (2020-2021)



	<i>A Melhor Loja Portugal 2020-2021</i> <i>Voting limit: 100 votes</i>	<i>Webshop Award Portugal 2020-2021</i> <i>Voting limit: 100 votes</i>
Participants	Euronics FNAC Media Markt Rádio Popular Worten	Euronics FNAC GMS Media Markt Pixmania Rádio Popular Worten
Nominees	FNAC Media Markt Worten	FNAC Media Markt Worten
Winner	Media Markt	Worten
Total votes in this category	516	606

8. Lingerie e Roupa Interior (2020-2021)



A Melhor Loja Portugal 2020-2021
Voting limit: 100 votes

Participants	Calzedonia Intimissimi Oysho Tezenis Triumph Women Secret
Nominees	Calzedonia Intimissimi Oysho Tezenis Women Secret
Winner	Women Secret
Total votes in this category	871



9. Livraria (2020-2021)



	<i>A Melhor Loja Portugal 2020-2021 Voting limit: 200 votes</i>	<i>Webshop Award Portugal 2020-2021 Voting limit: 100 votes</i>
Participants	Bertrand FNAC	Bertrand FNAC Wook
Nominees	Bertrand FNAC	FNAC Wook
Winner	Bertrand	Wook
Total votes in this category	431	662

10. Material de Escritório (2020-2021)



A Melhor Loja Portugal 2020-2021
Voting limit: 200 votes

Participants	Conforama IKEA Moviflor Staples
Nominees	IKEA Staples
Winner	Staples
Total votes in this category	840

11. Material Escolar e Papelaria (2020-2021)



A Melhor Loja Portugal 2020-2021
Voting limit: 200 votes

Participants	Auchan Continente Note! Staples
Nominees	Continente Staples
Winner	Staples
Total votes in this category	1616



12. Mobiliário e Decoração (2020-2021)



	<i>A Melhor Loja Portugal 2020-2021</i> <i>Voting limit: 200 votes</i>	<i>Webshop Award Portugal 2020-2021</i> <i>Voting limit: 100 votes</i>
Participants	Area Conforama DeBorla Espaço Casa Gato Preto hõma IKEA JOM Loja Viva Moviflor Zara Home	Banak Importa Conforama DeBorla Espaço Casa Gato Preto hõma IKEA JOM Loja Viva Moviflor Zara Home
Nominees	DeBorla Espaço Casa Gato Preto hõma IKEA	Espaço Casa IKEA Zara Home
Winner	IKEA	IKEA
Total votes in this category	2407	989



13. Moda (2020-2021)

A Melhor Loja Portugal 2020-2021
Voting limit: 380 votes

Webshop Award Portugal 2020-2021
Voting limit: 200 votes

Participants

Adolfo Dominguez | Bershka | Bimba y Lola | C&A | Cortefiel | Decenio | Desigual | Dielmar | Giovanni Gali | H&M | Lanidor | Lefties | Levis | Lion of Porches | Mango | Massimo Dutti | Mr Blue | Natura | Pepe Jeans | Pimkie | Primark | Promod | Pull&Bear | Sacoor | Salsa | Springfield | Stefanel | Tiffosi | United Colors of Benetton | Zara

Asos | BCBG | Bershka | Bimba y Lola | Club Fashion | Cortefiel | Decenio | Desigual | Esprit | Giovanni Gali | H&M | La Redoute | Lanidor | Levis | Lion of Porches | Mango | Massimo Dutti | Mr Blue | Natura | Pepe Jeans | Promod | Pull&Bear | Sacoor | Salsa | Showroom Privé | Spartoo | Springfield | Tiffosi | United Colors of Benetton | Zara

Nominees

H&M | Primark | Zara

La Redoute | Zara

Winner

Primark

La Redoute

Total votes in this category

4259

2158

14. Ópticas (2020-2021)



A Melhor Loja Portugal 2020-2021
Voting limit: 200 votes

Participants	Anne Aneflou Grand Optical Instituto Óptico Multiópticas Opticália Opticenter Optivisão Solaris Wells
Nominees	Multiópticas Wells
Winner	Multiópticas
Total votes in this category	1423

15. Posto de Abastecimento de Combustível (2020-2021)



A Melhor Loja Portugal 2020-2021
Voting limit: 200 votes

Participants	BP Cepsa Galp Prio Repsol
Nominees	BP Galp Repsol
Winner	Repsol
Total votes in this category	921

16. Restauração Rápida (2020-2021)



A Melhor Loja Portugal 2020-2021
Voting limit: 200 votes

Participants	Burger King Domino's Pizza H3 KFC McDonalds Pans & Company Pizza Hut Portugália SubWay Telepizza
Nominees	Burger King McDonald's
Winner	McDonald's
Total votes in this category	1672



17. Supermercados (2020-2021)



	<i>A Melhor Loja Portugal 2020-2021</i> <i>Voting limit: 380 votes</i>	<i>Webshop Award Portugal 2020-2021</i> <i>Voting limit: 100 votes</i>
Participants	Aldi Auchan Continente E.Leclerc Intermarché Lidl Mercadona Minipreço Pingo Doce	Auchan Continente El Corte Inglés Minipreço
Nominees	Aldi Auchan Continente Intermarché Lidl	Auchan Continente Minipreço
Winner	Lidl	Auchan
Total votes in this category	38.379	687

18. Supermercados de Proximidade (2020-2021)



A Melhor Loja Portugal 2020-2021
Voting limit: 200 votes

Participants	Amanhecer Aqui é Fresco Coviran Meu Super Minipreço My Auchan Mercadinhos Adriano Supermercados
Nominees	Coviran Minipreço My Auchan
Winner	Coviran
Total votes in this category	1866



19. Telecomunicações (2020-2021)



	<i>A Melhor Loja Portugal 2020-2021</i> <i>Voting limit: 200 votes</i>	<i>Webshop Award Portugal 2020-2021</i> <i>Voting limit: 200 votes</i>
Participants	MEO NOS Nowo Vodafone	MEO NOS Nowo Vodafone
Nominees	MEO Vodafone	MEO NOS Vodafone
Winner	Vodafone	Vodafone
Total votes in this category	613	748

DISCLAIMER

All information displayed about the results of the elections "Retailer of the Year - A Melhor Loja Portugal" edition 2020-2021, including the displayed numbers of votes, the voting limits, the names of the participants, nominees and winners, and all other textual and numerical information has been selected and presented with the greatest possible care, but is always subject to typing/entering or other errors. No rights can therefore be derived from this.

Q&A Insights Europe BV | Printerweg 22, 3821 AD Amersfoort | The Netherlands

