

Asse/Mechelen 28 October

Action opens 200th store in Belgium

New milestone for fast-growing non-food discounter

On the morning of Thursday 28 October, Action opened its 200th store in Belgium, located in the city of Mechelen. This contributes to the non-food discounter's steady growth. Eleven new stores have been opened this year, including stores in Brussels, Zelzate and Charleroi.

The first Action store in Belgium opened in Rijkevorsel back in 2005, which was also the first store outside of the Netherlands. "Since then, consumers have embraced our attractive, low-priced range and we've become a fixture in the Belgian retail landscape. It's impossible to imagine life without us", says Judia Elkadi, General Manager Belux at Action Belgium.

As a retailer proving that consumers still love to head to stores in person in large numbers, Action is ready for the future. "Our stores are the heart of the Action formula – customers come to us for their household essentials as well as low-priced items to give their home that extra-special touch. Thanks to our amazing range, customers also enjoy heading to our stores for a day out", says Judia Elkadi. "Continuing to expand the number of stores therefore remains key to our growth strategy. We want to keep working towards making sure everyone has an Action store close by."

The 200th store opened in the brand-new, sustainable Malinas shopping centre in Mechelen and becomes the second Action store in the city. Action expects to announce another store opening before the end of the year, to make it 12 new stores in Belgium this year.

"With our amazing, high-quality range at very low prices, we're more relevant than ever as consumers are becoming more cost-conscious", adds Judia Elkadi.

Action is also increasingly focusing on offering sustainably produced goods in its product range. To this end, Action works with partners such as the Better Cotton Initiative (BCI), FSC and Fairtrade. At present, 71% of paper and wood products and 90% of cotton products are of sustainable origin, with the goal to reach 100% for both types of product by 2025. For its own-brand chocolate, Action will only offer Fairtrade-certified products from 2023.

About Action

Action is the fastest-growing non-food discounter in Europe, offering an ever-changing range of approximately 6,000 products across almost 1,900 stores to more than 11 million customers every week. In addition, a further 8 million consumers visit the Action.com website each week. Action employs more than 65,000 staff in 9 countries with over 130 different nationalities. While offering our amazing range at the lowest prices, we continue to improve our products in terms of quality and sustainability. The business has responded well to the challenges posed by the pandemic and is on track to deliver on its growth plans for 2021 and beyond in all its markets. Action's promise is: Low Prices. Big Smiles!

Website: www.action.com