Tiendanimal

Where should they open their next stores ?

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Site selection analysis

Tiendanimal, an international pet retailer, has recently opened its 30th store in Montijo, Portugal, underlining the brand's sustained growth and confidence in the Portuguese pet retail market.

This study identifies high-potential locations for future Tiendanimal stores by prioritizing parishes with high population density, limited direct competition, and the presence of shopping centers or established retail clusters aligned with the brand's preferred store format and visibility requirements.

Massamá e Monte Abraão

Sintra, 2745-830

📍 **NEARBY COMPETITORS**
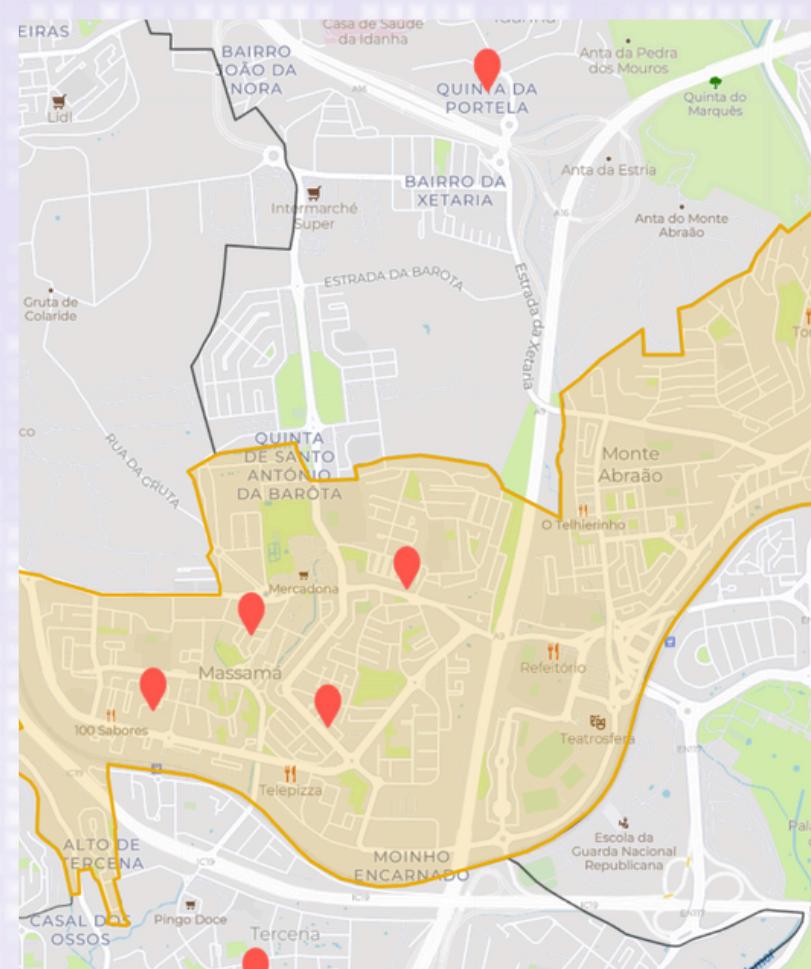
47,800 inhabitants   **15,500 pop/km^2**   **4 competitors**

União das Freguesias de Massamá e Monte Abraão is a civil parish in the Sintra municipality within the Lisbon metropolitan area, with competitors tightly packed near shopping centers.

With competitors competitors concentrated on one side of the parish, there is an opportunity in underserved zones, supported by local shopping centers and strong daily footfall.

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União das freguesias de Oliveira

São Paio e São Sebastião, 4810-286

📍 **NEARBY COMPETITORS**
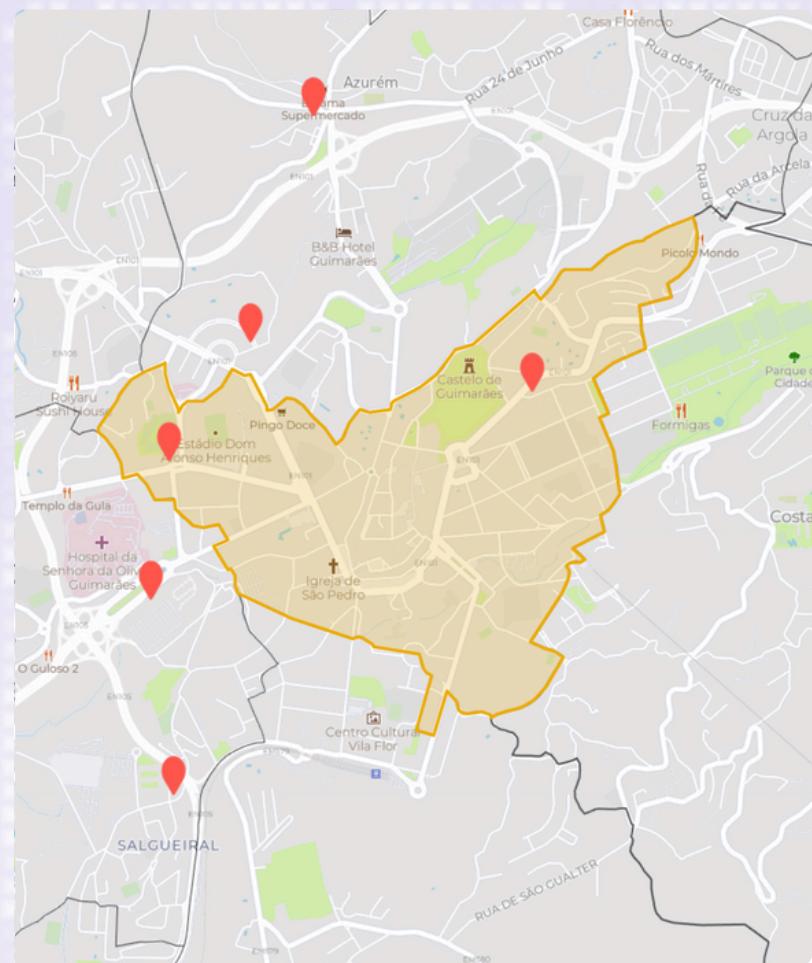
7,860 inhabitants   **5,050 pop/km^2**   **2 competitors**

This urban parish in the municipality of Guimarães occupies the historic city centre.

With existing local retail environments including a shopping centre, the parish presents an appealing opportunity for a Tiendanimal store given limited direct pet retail competition and a strong resident customer base.

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Póvoa de Santo Adrião e Olival Basto

Odivelas, 2620-127

📍 **NEARBY COMPETITORS**
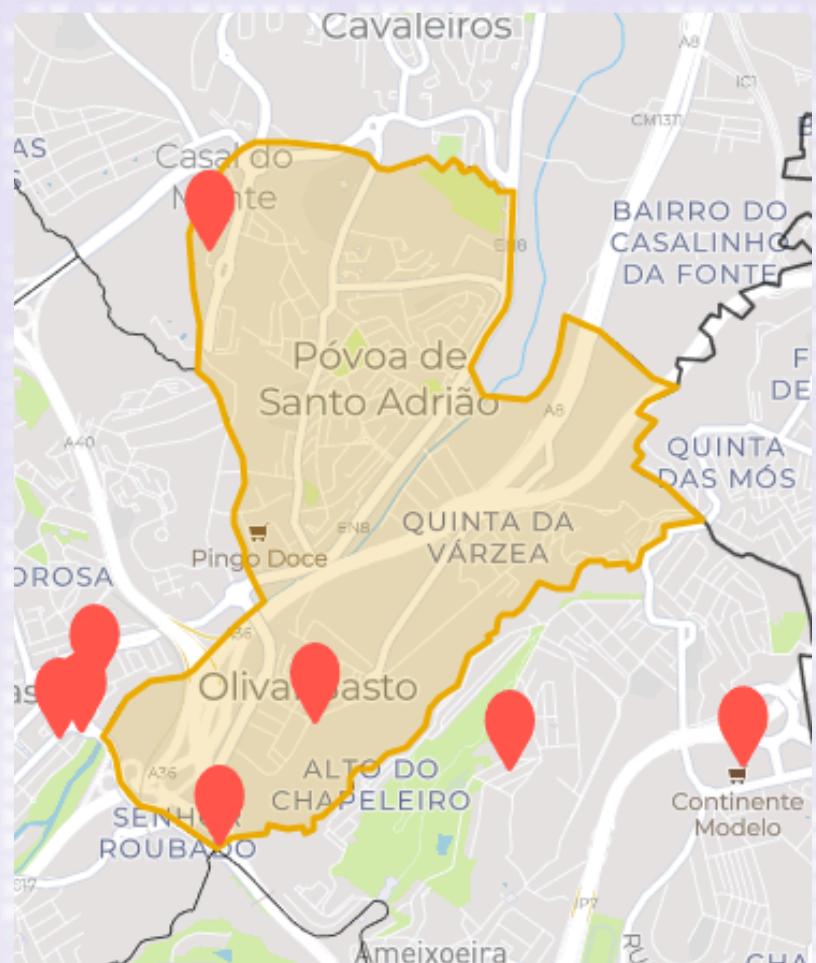
18,800 inhabitants   **7,150 pop/km^2**   **2 competitors**

This densely populated urban parish in the municipality of Odivelas lies just north of Lisbon.

With around 18,800 inhabitants, high population density, only two direct competitors, and four nearby shopping centers, the area offers strong residential demand and commercial visibility.

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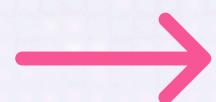
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