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Action nuove aperture 2025

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The license may not give you all of the permissions necessary for your intended use. For example, other rights such as publicity, privacy, or moral rights may limit how you use the material. Almeno un negozio al giorno: è questo il programma di aperture di Action per il 2025. Obiettivo peraltro sfiorato dalla catena discount non food già nel 2024, chiuso con 352 nuovi negozi, portando il totale a 2.918 punti vendita in 12 paesi europei. Lo scorso anno le vendite nette di Action sono aumentate del 22%, raggiungendo 13,8 miliardi di euro. La crescita a rete costante – escludendo quindi i nuovi negozi – è stata del 10,3% e grazie all'incremento delle vendite nette e a una continua disciplina dei costi, il retailer olandese è riuscito ad aumentare il proprio Ebitda operativo a 2.076 milioni di euro, segnando un incremento del 29% rispetto all'anno precedente. Action sta inoltre ultimando i preparativi per il suo ingresso nel mercato svizzero: l'inaugurazione del primo negozio è prevista per il 5 aprile 2025 a Bachenbülach, nel cantone di Zurigo, mentre il 24 aprile sarà la volta di Martigny, nella Svizzera francese. Per l'autunno è pianificato l'ingresso in Romania, mentre Croazia e Slovenia sono gli obiettivi del 2026.Sul fronte della sostenibilità ambientale, l'insegna si impegna a ridurre le emissioni di gas serra (GHG) lungo l'intera catena del valore. Lo scorso mese di febbraio i suoi obiettivi di riduzione delle emissioni a breve termine, basati su criteri scientifici, sono stati approvati dall'iniziativa Science Based Targets (SBTi). "L'approvazione della SBTi conferma che i nostri obiettivi climatici sono ambiziosi ma realizzabili – afferma Hajir Hajji, Ceo di Action – garantendo una riduzione delle emissioni in modo scientificamente rigoroso. Questi obiettivi sono in linea con l'impegno a limitare il riscaldamento globale, come stabilito dall'Accordo di Parigi sul clima. Siamo fermamente determinati a raggiungere questi traguardi e a mettere in atto le azioni necessarie per conseguirli". Nel dettaglio, Action ha ridotto le emissioni di gas serra in termini assoluti dalle proprie attività (scope 1 e scope 2) del 51% rispetto all'anno di riferimento 2021. I progressi ottenuti nel 2024 sono stati possibili grazie al raggiungimento dell'obiettivo di negozi 100% gas-free (67 utilizzano sistemi di riscaldamento alternativi, come per esempio il teleriscaldamento) e all'implementazione dell'illuminazione LED al 100% in negozi, uffici e centri di distribuzione. Attualmente, il 90% dell'elettricità consumata proviene da fonti pulite e rinnovabili. Sulla base di questi risultati, la catena discount non food ha deciso di aumentare il proprio obiettivo di riduzione delle emissioni di gas serra di scope 1 e 2 al 75% entro il 2030 (in precedenza era il 60%). Inoltre, Action si impegna affinché l'80% dei suoi fornitori, in base alle emissioni generate, adotti obiettivi basati su criteri scientifici entro il 2029 (scope 3) rispetto al 12% attuale. TAGSActionDiscountHajir Hajjinoon food The Motorsport Images Collections captures events from 1895 to today's most recent coverage.Discover The CollectionCurated, compelling, and worth your time. Explore our latest gallery of Editors' Picks.Browse Editors' FavoritesExperience AI-Powered CreativityThe Motorsport Images Collections captures events from 1895 to today's most recent coverage.Discover The CollectionCurated, compelling, and worth your time. Explore our latest gallery of Editors' Picks.Browse Editors' FavoritesExperience AI-Powered CreativityThe Motorsport Images Collections captures events from 1895 to today's most recent coverage.Discover The CollectionCurated, compelling, and worth your time. Explore our latest gallery of Editors' Picks.Browse Editors' FavoritesExperience AI-Powered CreativityRobust first quarter growth Action and exciting start in Switzerland 15 May 2025 Non-food discounter Action's net sales increased by 17.2% to €3.5 billion in the first quarter of 2025 compared to the first quarter last year. Like-for-like sales growth was 6.2%. Action now welcomes an average of 19.7 million customers every week. 2.9 million more than in the same period last year. Read more Read more about Robust first quarter growth Action and exciting start in Switzerland Action celebrates 3,000th store with limited-edition tote bag, proceeds donated to charity partners 05 May 2025 From today, customers can buy a limited-edition tote bag in all Action stores across Europe. The proceeds of this special tote bag will be donated to Action's international charity partners SOS Children's Villages and the Johan Cruyff Foundation. SOS Children's Villages and the Johan Cruyff Foundation are long term partners of Action to support children grow up in a safe and healthy environment. Read more Read more about Action celebrates 3,000th store with limited-edition tote bag, proceeds donated to charity partners Action opens first store in Switzerland in Bachenbülach 05 April 2025 Action, the non-food discounter, is opening its first store in Switzerland today in Bachenbülach in the canton of Zürich. The second Action store will follow on 24 April in Martigny in French-speaking Switzerland. Switzerland is the thirteenth country in which Action operates. Read more Read more about Action opens first store in Switzerland in Bachenbülach Action voted Favourite French Retailer for 2025 03 April 2025 For the third year in a row, Action, the non-food discounter, is elected Favourite French Retailer by the consulting agency EY-Parthenon as part of their annual " Favourite French Retailer" study. Read more Read more about Action voted Favourite French Retailer for 2025 Approval of Action climate targets completes successful 2024 20 March 2025 Action's net sales increased by 22% to €13.8 billion. Like-for-like sales growth(excluding new stores) was 10.3%. Action's sales growth was driven exclusively by more transactions. Thanks to higher net sales and continued cost discipline, Action was able to increase its operating EBITDA to €2,076 million, up 29% from the year before. Action added 352 stores and ended 2024 with 2,918 stores in 12 European countries. Read more Read more about Approval of Action climate targets completes successful 2024 One minute of silence at Action 26 February 2025 On Thursday 20 February, Action lost two beloved colleagues in a fatal stabbing in one of our stores in the Czech Republic. We are shocked and deeply saddened by this senseless act of violence. Together with our Action colleagues, we would like to commemorate our deceased colleagues and take a stand against all forms of violence by observing one minute of silence. This will take place in all our stores, offices and distribution centres on Thursday 27 February at 10:00 CET. We ask for your understanding. Read more Read more about One minute of silence at Action Action's nine-month net sales grow to €9.6 billion (+20.9%), like-for-like sales growth 9.8% 14 November 2024 Today, non-food discounter Action announced its trading update for the first nine months of 2024. During this period, Action's net sales increased to €9.6 billion (+20.9% compared to the same period in 2023). Like-for-like sales (excluding new stores) increased by 9.8%. After 4,000 price reductions in 2023 and 2024, Action's sales growth is driven by a higher number of customers. Read more Read more about Action's nine-month net sales grow to €9.6 billion (+20.9%), like-for-like sales growth 9.8% Action opens its 100th Italian store in Nola, Napoli 28 September 2024 From today onwards, residents of Nola can enjoy Action's unique formula, offering 6,000 good quality products across 14 categories (from toys and handicrafts to household products, gardening, DIY, and food), at the lowest price. Action introduces 150 new products every week, ensuring a relevant assortment that caters to various needs and preferences. Only one third of the product assortment is fixed and150 new products are introduced each week, which is a key component of our success and sets it apart from other retailers. Read more Read more about Action opens its 100th Italian store in Nola, Napoli Action half year net sales €6.2 billion (+20.1%), thanks to 17.3 million customers per week 18 July 2024 Half year net sales rose to €6.2 billion (+20.1% compared to the same period in 2023). Like-for-like sales increased by 9.0%. Sales growth is due to selling more products to new and existing customers. So far this year, Action has reduced more than 1,300 product prices, in addition to last year's 2,500 price reductions. Action has welcomed 17.3 million customers a week on average over the past six months in 2,685 stores in 12 countries. Action added 119 new stores this period and is on track to open 330 new stores this year. Read more Read more about Action half year net sales €6.2 billion (+20.1%), thanks to 17.3 million customers per week From invention to the Action stores: a smart painting solution for everyday use 03 July 2024 Today Action launches its new product the 'Brush Saver' in all Action stores. The Brush Saver is a smart brush vacuum that keeps paint brushes in optimal condition and prevents them from drying out, making it possible to reuse again and again. This award winning invention has become the newest product on the shelves in The Netherlands from today. Action developed the product and made it ready to produce on a large scale. Read more Read more about From invention to the Action stores: a smart painting solution for everyday use Action opens its 3rd store in Paris 29 April 2024 Action, the non-food discount retailer, opens its 3rd Parisian store, today to meet growing demand. This latest opening brings the total number of Action stores in France to 807. Read more Read more about Action opens its 3rd store in Paris Action voted Favourite French Retailer for 2024 24 March 2024 For the second year in a row, Action, the fast-growing non-food discounter, is elected Favourite French Retailer by the consulting agency EY-Parthenon as part of their annual " Favourite French Retailer" study, which is unveiled today. Read more Read more about Action voted Favourite French Retailer for 2024 Action results 2023: continued growth and development 21 March 2024 In 2023, Action's net sales increased by 27.8% to €11.3 billion, largely as a result of like-for-like sales growth of 16.7%. Action added 303 new stores and operated a total of 2,566 stores in 11 countries. Operating EBITDA increased by 34% to €1,615 million. Action created 8,988 jobs and employed 69,040 people of 155 different nationalities. Read more Read more about Action results 2023: continued growth and development Action opens its first store in Portugal 27 February 2024 Action, the fast-growing non-food discounter, opens its first store in Portugal on Thursday, February 29th. The company's first Portugal store opens in Vila Nova de Gaia, in the Porto district, and more stores will open in other regions before the end of 2024. Portugal is the 12th country where Action operates. Read more Read more about Action opens its first store in Portugal Action opens its first store in Portugal 27 February 2024 Starting Thursday, February 29th, residents of Vila Nova de Gaia and anyone else visiting can enjoy the Action Formula: a selection of 6,000 products across 14 categories (ranging from toys to household items, gardening, DIY, and food) at the lowest prices. Action introduces 150 new products every week, ensuring a relevant assortment that caters to various needs and preferences. Action offers 1,500 items for less than €1. More than two-thirds of all products cost less than €2. Read more Read more about Action opens its first store in Portugal Action Growth Continues: 27.8% Sales Growth to €11.3 Billion 01 February 2024 Action, the non-food discounter, realised net sales of €11.3 billion in 2023, up 27.8% from 2022. The like-for-like sales growth of 16.7%, mainly due to more customers shopping in existing Action stores, demonstrates the strength of the Action formula. Action added 303 new stores in 2023. The company now welcomes an average of 15.3 million customers a week. Read more Read more about Action Growth Continues: 27.8% Sales Growth to €11.3 Billion All Action Cotton is Responsibly Sourced 16 January 2024 Action has achieved a milestone by only using responsibly sourced cotton. This reflects our commitment to environmentally responsible and socially conscious practices. 99% of our cotton is sourced as Better Cotton, and 1% is sourced as organic cotton. Read more Read more about All Action Cotton is Responsibly Sourced Action opens its 2,500th store 16 November 2023 Action, the fastest-growing non-food discounter in Europe, passes the 2,500th store mark with the opening of a new store in Madrid, Spain today. Read more Read more about Action opens its 2,500th store Action opens its 2,500th store 16 November 2023 Action, the fastest-growing non-food discounter in Europe, passes the 2,500th store mark with the opening of a new store in Madrid, Spain today. Read more Read more about Action opens its 2,500th store Another Strong Quarter For Action, More Price Reductions Announced 09 November 2023 Every week Action welcomes millions of price-conscious customers to its stores. Net sales for the first nine months of 2023 rose to €7.9 billion (+30.5%) as a result of Action's rapid international expansion and strong growth in existing stores. In the first nine months of 2023, Action added 153 new stores. The total number of stores grew to 2,416 in 11 European countries. The growth of existing stores (like-for-like) was 19.2%. Read more Read more about Another Strong Quarter For Action, More Price Reductions Announced 300th Action store in Poland 26 October 2023 In the city of Elląg, Action opened its 300th store in Poland on October 26. Action, the fastest-growing non-food discounter in Europe, opened its first store in Poland in 2017 in Leszno. Read more Read more about 300th Action store in Poland Retailer of the Year Awards: consumers choose Action 29 September 2023 Action's dedicated focus on customer happiness is once again awarded. In the prestigious Retailer of the Year awards, organised across various European countries, Action emerged as a winner in multiple categories, affirming its status as a beloved retail destination for shoppers. Read more Read more about Retailer of the Year Awards: consumers choose Action Action opens its 500th store in Germany 21 September 2023 On September 21, 2023, the non-food discounter Action celebrates the opening of its 500th store in Germany. With this milestone, the company, which has been present in Germany since 2009, marks a significant achievement in its expansive success story. Read more Read more about Action opens its 500th store in Germany Success Action continues in first half of 2023 20 July 2023 Action has had a good first half of 2023. Driven by demand from more than 14 million weekly customers, revenue grew 33.5% in the first half year compared to the same period last year to €5.2 billion. Read more Read more about Success Action continues in first half of 2023 Action trucks switch to biodiesel 11 July 2023 From today, Action's 150 trucks are running on HVO 100 biodiesel from its distribution centres (DC) in Zwaagdijk and Echt. This is an important step in making Actions operations more sustainable by reducing emissions from its trucks by 90%. The switch to biodiesel is the result from a successful pilot at the head office in Zwaagdijk where we investigated the effects of HVO 100. Read more Read more about Action trucks switch to biodiesel Action's limescale cleaner, Superfinn anti limescale, has been awarded Best Buy by the Dutch Consumers' Association (Consumentenbond) for the best value for money. Superfinn is an affordable option for consumers looking for an effective limescale cleaner. A total of 24 bathroom cleaners were reviewed on their price and tested for limescale removal, limescale soap removal, material deterioration, sustainability, limescale protection and ease of use. Superfinn is available for €1.50 per 750ml bottle. Read more Read more about Action's Superfinn limescale cleaner awarded Best Buy by the Dutch Consumer Association Opening Action's 5th distribution centre in France and 12th in total 01 June 2023 Today, Michel Ilac, Mayor of Ensues la Redonne, Hajir Hajji, CEO of Action and Richard Delgenes, Supply Chain Manager Action Logistic, opened the company's fifth distribution centre (DC) in France. With this DC located in Ensues la Redonne, Action is taking a new step forward and strengthens its supply in France to live up to its ambitions. Read more Read more about Opening Action's 5th distribution centre in France and 12th in total Action opens its 100th store in Austria! 24 May 2023 Today, 24 May, we opened our 100th store in Austria! This store opened in capital city Vienna and is the 22nd store here. Action has been active in this country since 2015. Read more Read more about Action opens its 100th store in Austria! All of Action's own cocoa products Fairtrade-sourced 13 May 2023 All of Action's own brand cocoa products are made from sustainably grown and Fairtrade-sourced cocoa beans. This applies to all our fixed and seasonal assortment of chocolate. We are very proud of this achievement and we believe that we have the scale and opportunity to provide our customers with good quality, sustainable products at the lowest price possible. Read more Read more about All of Action's own cocoa products Fairtrade-sourced Zenova sunscreen awarded with multiple prizes in Belgium and the Netherlands 10 May 2023 Zenova's octocrylene-free sun milk for sensitive skin with SPF30 has been voted Best Buy and Best of Test in the category sun milk with SPF30 in Belgium. In the Netherlands the sunscreen was awarded Best Buy, Best in Test and Green Choice by the Consumers' Association (Consumentenbond) in the same category. Action's Zenova products have a new sustainable formulation and are available from €2.39. Read more Read more about Zenova sunscreen awarded with multiple prizes in Belgium and the Netherlands Action continued to experience strong growth in 2022 23 March 2023 Discounter Action has ended 2022 with strong financial results. The company grew in the countries in which it operates and its number of stores increased by 290, which is a record level of store openings in a year. In addition, good progress was made in improving the quality and sustainability of its products. This is evident from the Action Update 2022 which was published today. Read more Read more about Action continued to experience strong growth in 2022 Action opens its first store in Slovakia 02 March 2023 Action, the fastest-growing non-food discounter in Europe, opens its first store in Slovakia today. The company's first Slovak store opens in Bratislava and more stores will open in other regions before the end of 2023. Slovakia is the eleventh country where Action operates. Read more Read more about Action opens its first store in Slovakia Action sales grow by 30% in 2022 to 8.9 billion Euro 26 January 2023 Over the full year in 2022, Action achieved net sales in Europe of €8,9 billion, representing growth of 30% compared to 2021. Identical ('like for like') sales growth amounted to 18.1%, partly due to fewer Covid measures being in place than in 2021. The loyalty to Action's brand and range lay partly at the basis of a higher number of transactions and increased store visit frequency of customers who regularly shop at Action These increased by several percent on an annual basis, especially in the larger countries in which Action has been operating for longer. The number of Action stores in Europe increased by 280 to 2,263. Read more Read more about Action sales grow by 30% in 2022 to 8.9 billion Euro Leading discount retailer Action is 30 years in Europe 09 January 2023 Action started almost 30 years ago with one small store in Enkhuizen, the Netherlands - and has been on an amazing journey ever since. Action today employs more than 68,000 people in 10 countries - with more than 124 different nationalities. Action is the fastest growing non-food discounter in Europe, offering an ever-changing range of around 6,000 products to more than 12 million consumers in over 2,200 stores and another 8 million consumers via the Action.com website - every week. Read more Read more about Leading discount retailer Action is 30 years in Europe On Friday 23 September, Action CEO Hajir Hajji commissioned a solar roof of almost 13,000 panels at the distribution centre in Zwaagdijk-Oost alongside Edward Stigter, Deputy Minister for the Environment and Climate in the province of Noord-Holland. After the official opening, local and regional businesses attended a meeting on sustainability. Read more Read more about Action commissions 12,700 solar panels at IHQ In 2021, Action achieved sales of €6.8 billion. This represents growth of 22.7% compared to 2020. Thanks to 287 new stores, including stores in Italy, and two new distribution centres in Poland and Slovakia, Action approached the 2,000-store milestone, which the chain reached in the first month of 2022. This makes Action the fastest growing non-food discount retailer in Europe. At the same time, Action is making progress with its sustainability programme. By then end of 2024, all stores will be gas free. By 2030, Action expects to reduce absolute emissions from its own operations by 50% compared to 2020. In addition, Action is working on initiatives around the circularity of its products, especially items with the highest sales volume. Read more Read more about Action's growth in Europe going strong Non-food discounter makes its debut in Spain 17 February 2022 Europe's fastest-growing non-food discounter opens its first Spain store in Girona today. Action successfully surprises customers with a broad, ever-changing assortment and the lowest prices in over 2,000 stores across Europe. Read more Read more about Non-food discounter makes its debut in Spain Action opens its 500th store in France 29 November 2019 Today, Mr Cédric Roussel, Member of the third constituency of Alpes-Maritimes, Mr Franck Martin, Municipal Councillor Delegate for Trade and Markets of Nice and Mr Wouter De Backer, General Manager of Action in France, inaugurated the 500th Action store in France in Nice at the Nice Valley shopping centre. Read more Read more about Action opens its 500th store in France Over 750 Action stores in Europe 13 October 2016 Today Action will open its 100th store in Germany, in Lampertheim, while next week's opening of a new store in Grenoble will bring the total number of French stores to 200. Action remains focused on international expansion and plans to open more stores before the end of the year. Read more Read more about Over 750 Action stores in Europe Action achieves sales growth of 32% and accelerates international expansion 14 April 2016 Sander van der Laan, CEO Action, commenting on the 2015 results "Since the day I joined, I was struck by the energy, pride and enthusiasm of my colleagues, whose drive to grow the business and improve the customer experience has made Action the company it is today. Read more Read more about Action achieves sales growth of 32% and accelerates international expansion