

## **Retail E-Commerce in Portugal**

Market Direction | 2023-03-14 | 43 pages | Euromonitor

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### **Report description:**

After strong increases in 2020 and 2021, boosted by the outbreak of COVID-19 and home seclusion, retail e-commerce showed signs of a slowdown in 2022 as consumers returned to a "new normality". In-store sales grew as confinement measures were withdrawn, and this naturally impacted e-commerce growth rates. Nonetheless, following COVID-19, some lasting consumer habits are set to impact e-commerce, as many consumers have become more accustomed to digital offerings.

...

Euromonitor International's Retail E-Commerce in Portugal report offers insight into key trends and developments driving the industry. The report examines all retail channels to provide sector insight. Channels include hypermarkets, supermarkets, discounters, convenience stores, mixed retailers, health and beauty retailers, clothing and footwear retailers, furniture and furnishing stores, DIY and hardware stores, durable goods retailers, leisure and personal goods retailers. There are profiles of leading retailers, with analysis of their performance and the challenges they face. There is also analysis of non-store retailing: vending; homeshopping; internet retailing; direct selling, as available.

Product coverage: Retail E-Commerce by Product, Retail E-Commerce by Type.

Data coverage: market sizes (historic and forecasts), company shares, brand shares and distribution data.

Why buy this report?

- \* Get a detailed picture of the Retail E-Commerce market;
- \* Pinpoint growth sectors and identify factors driving change;
- \* Understand the competitive environment, the market's major players and leading brands;
- \* Use five-year forecasts to assess how the market is predicted to develop.

Euromonitor International has over 40 years' experience of publishing market research reports, business reference books and

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