

Consumer Appliances in Portugal

Market Direction | 2024-01-08 | 124 pages | Euromonitor

AVAILABLE LICENSES:

- Single User Licence €2200.00
- Multiple User License (1 Site) €4400.00
- Multiple User License (Global) €6600.00

Report description:

Inflation continued to push up retail prices in 2023, with households facing another year of tight budgets and purchasing power remaining compromised. Housing prices continued to rise, not only due to additional demand, but because of the steady influx in foreigners moving to the country, notably in major urban areas such as Lisbon, Porto and Braga. Rising interest rates have impacted household budgets by pushing up mortgages rates, whilst consumer credit has become a more expensive option for c...

Euromonitor International's Consumer Appliances in Portugal report offers a comprehensive guide to the size and shape of the market at a national level. It provides the latest retail sales data 2019-2023, allowing you to identify the sectors driving growth. It identifies the leading companies, the leading brands and offers strategic analysis of key factors influencing the market - be they new product developments, format trends or distribution issues. Forecasts to 2028 illustrate how the market is set to change.

Product coverage: Major Appliances, Small Appliances.

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

Why buy this report?

- * Get a detailed picture of the Consumer Appliances 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 online information systems. With offices in London, Chicago, Singapore, Shanghai, Vilnius, Dubai, Cape Town, Santiago, Sydney, Tokyo and Bangalore and a network of over 800 analysts worldwide, Euromonitor International has a unique capability to develop reliable information resources to help drive informed strategic planning.

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com

Table of Contents:

Consumer Appliances in Portugal
Euromonitor International
January 2024

List Of Contents And Tables

CONSUMER APPLIANCES IN PORTUGAL

EXECUTIVE SUMMARY

Consumer appliances in 2023: The big picture
2023 key trends
Competitive landscape
Retailing developments
What next for consumer appliances?

MARKET INDICATORS

Table 1 Household Penetration of Selected Total Stock Consumer Appliances by Category 2018-2024
Table 2 Replacement Cycles of Consumer Appliances by Category 2018-2024

MARKET DATA

Table 3 Sales of Consumer Appliances by Category: Volume 2018-2023
Table 4 Sales of Consumer Appliances by Category: Value 2018-2023
Table 5 Sales of Consumer Appliances by Category: % Volume Growth 2018-2023
Table 6 Sales of Consumer Appliances by Category: % Value Growth 2018-2023
Table 7 Sales of Major Appliances by Category and Built-in/Freestanding Split: Volume 2018-2023
Table 8 Sales of Major Appliances by Category and Built-in/Freestanding Split: Value 2018-2023
Table 9 Sales of Major Appliances by Category and Built-in/Freestanding Split: % Volume Growth 2018-2023
Table 10 □Sales of Major Appliances by Category and Built-in/Freestanding Split: % Value Growth 2018-2023
Table 11 □Sales of Small Appliances by Category: Volume 2018-2023
Table 12 □Sales of Small Appliances by Category: Value 2018-2023
Table 13 □Sales of Small Appliances by Category: % Volume Growth 2018-2023
Table 14 □Sales of Small Appliances by Category: % Value Growth 2018-2023
Table 15 □NBO Company Shares of Major Appliances: % Volume 2019-2023
Table 16 □LBN Brand Shares of Major Appliances: % Volume 2020-2023
Table 17 □NBO Company Shares of Small Appliances: % Volume 2019-2023
Table 18 □LBN Brand Shares of Small Appliances: % Volume 2020-2023
Table 19 □Distribution of Major Appliances by Format: % Volume 2018-2023
Table 20 □Distribution of Small Appliances by Format: % Volume 2018-2023
Table 21 □Forecast Sales of Consumer Appliances by Category: Volume 2023-2028
Table 22 □Forecast Sales of Consumer Appliances by Category: Value 2023-2028
Table 23 □Forecast Sales of Consumer Appliances by Category: % Volume Growth 2023-2028
Table 24 □Forecast Sales of Consumer Appliances by Category: % Value Growth 2023-2028
Table 25 □Forecast Sales of Major Appliances by Category and Built-in/Freestanding Split: Volume 2023-2028
Table 26 □Forecast Sales of Major Appliances by Category and Built-in/Freestanding Split: Value 2023-2028
Table 27 □Forecast Sales of Major Appliances by Category and Built-in/Freestanding Split: % Volume Growth 2023-2028
Table 28 □Forecast Sales of Major Appliances by Category and Built-in/Freestanding Split: % Value Growth 2023-2028
Table 29 □Forecast Sales of Small Appliances by Category: Volume 2023-2028
Table 30 □Forecast Sales of Small Appliances by Category: Value 2023-2028
Table 31 □Forecast Sales of Small Appliances by Category: % Volume Growth 2023-2028

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com

Table 32 □Forecast Sales of Small Appliances by Category: % Value Growth 2023-2028

DISCLAIMER

SOURCES

Summary 1 Research Sources

REFRIGERATION APPLIANCES IN PORTUGAL

KEY DATA FINDINGS

2023 DEVELOPMENTS

Volume decline in refrigeration appliances

Freezers and fridges remain deeply affected following pandemic boom

Brands embrace promotional campaigns to attract consumers

PROSPECTS AND OPPORTUNITIES

Maturity to hamper future performance

Larger sized fridge-freezers offer sales opportunities

Sustainability remains key to future innovation

CATEGORY DATA

Table 33 Sales of Refrigeration Appliances by Category: Volume 2018-2023

Table 34 Sales of Refrigeration Appliances by Category: Value 2018-2023

Table 35 Sales of Refrigeration Appliances by Category: % Volume Growth 2018-2023

Table 36 Sales of Refrigeration Appliances by Category: % Value Growth 2018-2023

Table 37 Sales of Freezers by Format: % Volume 2018-2023

Table 38 Sales of Freezers by Volume Capacity: % Volume 2018-2023

Table 39 Sales of Fridge Freezers by Format: % Volume 2018-2023

Table 40 Sales of Fridge Freezers by Volume Capacity: % Volume 2018-2023

Table 41 Sales of Fridge Freezers by Smart Appliances: % Volume 2019-2023

Table 42 □Sales of Fridges by Volume Capacity: % Volume 2018-2023

Table 43 □NBO Company Shares of Refrigeration Appliances: % Volume 2019-2023

Table 44 □LBN Brand Shares of Refrigeration Appliances: % Volume 2020-2023

Table 45 □NBO Company Shares of Built-in Fridge Freezers: % Volume 2019-2023

Table 46 □NBO Company Shares of Freestanding Fridge Freezers: % Volume 2019-2023

Table 47 □NBO Company Shares of Built-in Fridges: % Volume 2019-2023

Table 48 □NBO Company Shares of Freestanding Fridges: % Volume 2019-2023

Table 49 □Distribution of Refrigeration Appliances by Format: % Volume 2018-2023

Table 50 □Production of Refrigeration Appliances: Total Volume 2018-2023

Table 51 □Forecast Sales of Refrigeration Appliances by Category: Volume 2023-2028

Table 52 □Forecast Sales of Refrigeration Appliances by Category: Value 2023-2028

Table 53 □Forecast Sales of Refrigeration Appliances by Category: % Volume Growth 2023-2028

Table 54 □Forecast Sales of Refrigeration Appliances by Category: % Value Growth 2023-2028

HOME LAUNDRY APPLIANCES IN PORTUGAL

KEY DATA FINDINGS

2023 DEVELOPMENTS

Consumer's economic constraints slows category performance

Automatic dryers dampened by economic challenges

Premium products are gaining appeal

PROSPECTS AND OPPORTUNITIES

New product technologies to focus on improving environmental impact

Drying machines offer the most promising growth opportunities

Growing number of smaller homes to have negative impact on dryers

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com

CATEGORY DATA

Table 55 Sales of Home Laundry Appliances by Category: Volume 2018-2023

Table 56 Sales of Home Laundry Appliances by Category: Value 2018-2023

Table 57 Sales of Home Laundry Appliances by Category: % Volume Growth 2018-2023

Table 58 Sales of Home Laundry Appliances by Category: % Value Growth 2018-2023

Table 59 Sales of Automatic Washer Dryers by Smart Appliances: % Volume 2018-2023

Table 60 Sales of Automatic Washing Machines by Format: % Volume 2018-2023

Table 61 Sales of Automatic Washing Machines by Volume Capacity: % Volume 2018-2023

Table 62 Sales of Automatic Washing Machines by Smart Appliances: % Volume 2019-2023

Table 63 NBO Company Shares of Home Laundry Appliances: % Volume 2019-2023

Table 64 LBN Brand Shares of Home Laundry Appliances: % Volume 2020-2023

Table 65 Distribution of Home Laundry Appliances by Format: % Volume 2018-2023

Table 66 Production of Home Laundry Appliances: Total Volume 2018-2023

Table 67 Forecast Sales of Home Laundry Appliances by Category: Volume 2023-2028

Table 68 Forecast Sales of Home Laundry Appliances by Category: Value 2023-2028

Table 69 Forecast Sales of Home Laundry Appliances by Category: % Volume Growth 2023-2028

Table 70 Forecast Sales of Home Laundry Appliances by Category: % Value Growth 2023-2028

DISHWASHERS IN PORTUGAL

KEY DATA FINDINGS

2023 DEVELOPMENTS

Dishwashers benefit from remote working trend and cost of living challenges

Growing competition in premium dishwasher appliances

Sustainability is key for consumers

PROSPECTS AND OPPORTUNITIES

Dishwashers face slight growth opportunity

Price competition to increase as consumer's face financial challenges

Brands to look for alternative points of sale

CATEGORY DATA

Table 71 Sales of Dishwashers by Category: Volume 2018-2023

Table 72 Sales of Dishwashers by Category: Value 2018-2023

Table 73 Sales of Dishwashers by Category: % Volume Growth 2018-2023

Table 74 Sales of Dishwashers by Category: % Value Growth 2018-2023

Table 75 Sales of Dishwashers by Format: % Volume 2018-2023

Table 76 Sales of Dishwashers by Smart Appliances: % Volume 2019-2023

Table 77 NBO Company Shares of Dishwashers: % Volume 2019-2023

Table 78 LBN Brand Shares of Dishwashers: % Volume 2020-2023

Table 79 Distribution of Dishwashers by Format: % Volume 2018-2023

Table 80 Production of Dishwashers: Total Volume 2018-2023

Table 81 Forecast Sales of Dishwashers by Category: Volume 2023-2028

Table 82 Forecast Sales of Dishwashers by Category: Value 2023-2028

Table 83 Forecast Sales of Dishwashers by Category: % Volume Growth 2023-2028

Table 84 Forecast Sales of Dishwashers by Category: % Value Growth 2023-2028

LARGE COOKING APPLIANCES IN PORTUGAL

KEY DATA FINDINGS

2023 DEVELOPMENTS

Falling demand due to tighter household budgets

Rising demand for premium appliances

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com

Teka benefits from strong position in built-in segment and price/quality image

PROSPECTS AND OPPORTUNITIES

Maturity is a challenge limiting volume growth potential

Private label likely to gain share as financial strife continues

Design and connectivity to fuel product innovation

CATEGORY DATA

Table 85 Sales of Large Cooking Appliances by Category: Volume 2018-2023

Table 86 Sales of Large Cooking Appliances by Category: Value 2018-2023

Table 87 Sales of Large Cooking Appliances by Category: % Volume Growth 2018-2023

Table 88 Sales of Large Cooking Appliances by Category: % Value Growth 2018-2023

Table 89 Sales of Built-in Hobs by Format: % Volume 2018-2023

Table 90 Sales of Ovens by Smart Appliances: % Volume 2019-2023

Table 91 NBO Company Shares of Large Cooking Appliances: % Volume 2019-2023

Table 92 LBN Brand Shares of Large Cooking Appliances: % Volume 2020-2023

Table 93 NBO Company Shares of Built-in Hobs: % Volume 2019-2023

Table 94 □NBO Company Shares of Ovens: % Volume 2019-2023

Table 95 □NBO Company Shares of Cooker Hoods: % Volume 2019-2023

Table 96 □NBO Company Shares of Built-in Cooker Hoods: % Volume 2019-2023

Table 97 □NBO Company Shares of Freestanding Cooker Hoods: % Volume 2019-2023

Table 98 □NBO Company Shares of Cookers: % Volume 2019-2023

Table 99 □NBO Company Shares of Range Cookers: % Volume 2019-2023

Table 100 □Distribution of Large Cooking Appliances by Format: % Volume 2018-2023

Table 101 □Production of Large Cooking Appliances: Total Volume 2018-2023

Table 102 □Forecast Sales of Large Cooking Appliances by Category: Volume 2023-2028

Table 103 □Forecast Sales of Large Cooking Appliances by Category: Value 2023-2028

Table 104 □Forecast Sales of Large Cooking Appliances by Category: % Volume Growth 2023-2028

Table 105 □Forecast Sales of Large Cooking Appliances by Category: % Value Growth 2023-2028

MICROWAVES IN PORTUGAL

KEY DATA FINDINGS

2023 DEVELOPMENTS

Volume sales decline due to financial constraints and overall maturity

Promotional activity recovers after the recent slowdown

Microwaves remains a fragmented category

PROSPECTS AND OPPORTUNITIES

Microwaves impacted by maturity and ongoing economic constraints

Growing popularity of air fryers to impede consumer demand for microwaves

Changes expected in the distribution of microwaves

CATEGORY DATA

Table 106 Sales of Microwaves by Category: Volume 2018-2023

Table 107 Sales of Microwaves by Category: Value 2018-2023

Table 108 Sales of Microwaves by Category: % Volume Growth 2018-2023

Table 109 Sales of Microwaves by Category: % Value Growth 2018-2023

Table 110 Sales of Microwaves by Smart Appliances: % Volume 2019-2023

Table 111 NBO Company Shares of Microwaves: % Volume 2019-2023

Table 112 LBN Brand Shares of Microwaves: % Volume 2020-2023

Table 113 Distribution of Microwaves by Format: % Volume 2018-2023

Table 114 Production of Microwaves: Total Volume 2018-2023

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com

Table 115 □Forecast Sales of Microwaves by Category: Volume 2023-2028

Table 116 □Forecast Sales of Microwaves by Category: Value 2023-2028

Table 117 □Forecast Sales of Microwaves by Category: % Volume Growth 2023-2028

Table 118 □Forecast Sales of Microwaves by Category: % Value Growth 2023-2028

FOOD PREPARATION APPLIANCES IN PORTUGAL

KEY DATA FINDINGS

2023 DEVELOPMENTS

Lower purchasing power hinders performance

Multifunctional devices continue to gain popularity over single appliances

Private label has become well-established in food processors

PROSPECTS AND OPPORTUNITIES

Challenging period ahead for food preparation appliances

Single appliances to suffer as consumers seek multi-functional alternatives

Private label is set to gain traction

CATEGORY DATA

Table 119 Sales of Food Preparation Appliances by Category: Volume 2018-2023

Table 120 Sales of Food Preparation Appliances by Category: Value 2018-2023

Table 121 Sales of Food Preparation Appliances by Category: % Volume Growth 2018-2023

Table 122 Sales of Food Preparation Appliances by Category: % Value Growth 2018-2023

Table 123 NBO Company Shares of Food Preparation Appliances: % Volume 2019-2023

Table 124 LBN Brand Shares of Food Preparation Appliances: % Volume 2020-2023

Table 125 Distribution of Food Preparation Appliances by Format: % Volume 2018-2023

Table 126 Forecast Sales of Food Preparation Appliances by Category: Volume 2023-2028

Table 127 Forecast Sales of Food Preparation Appliances by Category: Value 2023-2028

Table 128 □Forecast Sales of Food Preparation Appliances by Category: % Volume Growth 2023-2028

Table 129 □Forecast Sales of Food Preparation Appliances by Category: % Value Growth 2023-2028

SMALL COOKING APPLIANCES IN PORTUGAL

KEY DATA FINDINGS

2023 DEVELOPMENTS

After the pandemic boost inflation dampens category performance

Light fryers gain appeal as deep fat fryers and breadmakers face decline

Manufacturers of pod coffee machines invest in recycling

PROSPECTS AND OPPORTUNITIES

Healthy cooking and multifunctional appliances are key future trends

Coffee machines witness decline in volume sales

Retailers' investment in private label to support future growth

CATEGORY DATA

Table 130 Sales of Small Cooking Appliances by Category: Volume 2018-2023

Table 131 Sales of Small Cooking Appliances by Category: Value 2018-2023

Table 132 Sales of Small Cooking Appliances by Category: % Volume Growth 2018-2023

Table 133 Sales of Small Cooking Appliances by Category: % Value Growth 2018-2023

Table 134 Sales of Freestanding Hobs by Format: % Volume 2018-2023

Table 135 NBO Company Shares of Small Cooking Appliances: % Volume 2019-2023

Table 136 LBN Brand Shares of Small Cooking Appliances: % Volume 2020-2023

Table 137 Distribution of Small Cooking Appliances by Format: % Volume 2018-2023

Table 138 Forecast Sales of Small Cooking Appliances by Category: Volume 2023-2028

Table 139 □Forecast Sales of Small Cooking Appliances by Category: Value 2023-2028

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com

Table 140 □Forecast Sales of Small Cooking Appliances by Category: % Volume Growth 2023-2028

Table 141 □Forecast Sales of Small Cooking Appliances by Category: % Value Growth 2023-2028

VACUUM CLEANERS IN PORTUGAL

KEY DATA FINDINGS

2023 DEVELOPMENTS

Manufacturers invest in robotic and stick vacuum cleaners

iRobot Roomba remains the preferred choice in robotic vacuum cleaners despite growing competition

Robotic vacuum cleaners with mops emerge

PROSPECTS AND OPPORTUNITIES

Convenience trend to drive growth in vacuum cleaners

E-commerce sales to accelerate over the forecast period

Connectivity as a way to drive future growth in robotics

CATEGORY DATA

Table 142 Sales of Vacuum Cleaners by Category: Volume 2018-2023

Table 143 Sales of Vacuum Cleaners by Category: Value 2018-2023

Table 144 Sales of Vacuum Cleaners by Category: % Volume Growth 2018-2023

Table 145 Sales of Vacuum Cleaners by Category: % Value Growth 2018-2023

Table 146 Sales of Robotic Vacuum Cleaners by Smart Appliances: % Volume 2019-2023

Table 147 NBO Company Shares of Vacuum Cleaners: % Volume 2019-2023

Table 148 LBN Brand Shares of Vacuum Cleaners: % Volume 2020-2023

Table 149 Distribution of Vacuum Cleaners by Format: % Volume 2018-2023

Table 150 Forecast Sales of Vacuum Cleaners by Category: Volume 2023-2028

Table 151 □Forecast Sales of Vacuum Cleaners by Category: Value 2023-2028

Table 152 □Forecast Sales of Vacuum Cleaners by Category: % Volume Growth 2023-2028

Table 153 □Forecast Sales of Vacuum Cleaners by Category: % Value Growth 2023-2028

PERSONAL CARE APPLIANCES IN PORTUGAL

KEY DATA FINDINGS

2023 DEVELOPMENTS

Post-pandemic downturn results in volume sales decline

Hybrid and multifunctional devices continue to outperform other products

Phillips, Braun and Rowenta are stand out brands

PROSPECTS AND OPPORTUNITIES

Volume sales to stabilise in the forecast period

Self-care and image relevance are set to gain ground

Amazon is set to build share in e-commerce channel

CATEGORY DATA

Table 154 Sales of Personal Care Appliances by Category: Volume 2018-2023

Table 155 Sales of Personal Care Appliances by Category: Value 2018-2023

Table 156 Sales of Personal Care Appliances by Category: % Volume Growth 2018-2023

Table 157 Sales of Personal Care Appliances by Category: % Value Growth 2018-2023

Table 158 Sales of Body Shavers by Format: % Volume 2018-2023

Table 159 Sales of Hair Care Appliances by Format: % Volume 2018-2023

Table 160 NBO Company Shares of Personal Care Appliances 2019-2023

Table 161 LBN Brand Shares of Personal Care Appliances 2020-2023

Table 162 Distribution of Personal Care Appliances by Format: % Volume 2018-2023

Table 163 □Forecast Sales of Personal Care Appliances by Category: Volume 2023-2028

Table 164 □Forecast Sales of Personal Care Appliances by Category: Value 2023-2028

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com

Table 165 □Forecast Sales of Personal Care Appliances by Category: % Volume Growth 2023-2028

Table 166 □Forecast Sales of Personal Care Appliances by Category: % Value Growth 2023-2028

AIR TREATMENT PRODUCTS IN PORTUGAL

KEY DATA FINDINGS

2023 DEVELOPMENTS

Extreme weather conditions stimulate volume growth

Air conditioners present the best performance in air treatments

Premiumisation underpins current value growth

PROSPECTS AND OPPORTUNITIES

Extreme climate conditions to stimulate demand

Low cost options hold strong appeal among low income families

Stronger competition in construction channel

CATEGORY DATA

Table 167 Sales of Air Treatment Products by Category: Volume 2018-2023

Table 168 Sales of Air Treatment Products by Category: Value 2018-2023

Table 169 Sales of Air Treatment Products by Category: % Volume Growth 2018-2023

Table 170 Sales of Air Treatment Products by Category: % Value Growth 2018-2023

Table 171 Sales of Air Conditioners by Smart Appliances: % Volume 2019-2023

Table 172 NBO Company Shares of Air Treatment Products: % Volume 2019-2023

Table 173 LBN Brand Shares of Air Treatment Products: % Volume 2020-2023

Table 174 Distribution of Air Treatment Products by Format: % Volume 2018-2023

Table 175 Production of Air Conditioners: Total Volume 2018-2023

Table 176 □Forecast Sales of Air Treatment Products by Category: Volume 2023-2028

Table 177 □Forecast Sales of Air Treatment Products by Category: Value 2023-2028

Table 178 □Forecast Sales of Air Treatment Products by Category: % Volume Growth 2023-2028

Table 179 □Forecast Sales of Air Treatment Products by Category: % Value Growth 2023-2028

Consumer Appliances in Portugal

Market Direction | 2024-01-08 | 124 pages | Euromonitor

To place an Order with Scotts International:

- ☐ - Print this form
- ☐ - Complete the relevant blank fields and sign
- ☐ - Send as a scanned email to support@scotts-international.com

ORDER FORM:

Select license	License	Price
	Single User Licence	€2200.00
	Multiple User License (1 Site)	€4400.00
	Multiple User License (Global)	€6600.00
		VAT
		Total

*Please circle the relevant license option. For any questions please contact support@scotts-international.com or 0048 603 394 346.

☐ ** VAT will be added at 23% for Polish based companies, individuals and EU based companies who are unable to provide a valid EU Vat Numbers.

Email*	<input type="text"/>	Phone*	<input type="text"/>
First Name*	<input type="text"/>	Last Name*	<input type="text"/>
Job title*	<input type="text"/>		
Company Name*	<input type="text"/>	EU Vat / Tax ID / NIP number*	<input type="text"/>
Address*	<input type="text"/>	City*	<input type="text"/>
Zip Code*	<input type="text"/>	Country*	<input type="text"/>
		Date	<input type="text" value="2025-06-25"/>
		Signature	<input type="text"/>

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com