

Home Products Specialists in Portugal

Market Direction | 2024-03-04 | 35 pages | Euromonitor

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Report description:

Following strong retail value growth in 2022, home products specialists in Portugal continued to grow in 2023. The Portuguese continued to look for solutions to improve their homes, looking at DIY and decoration options, while pet shops, superstores, home improvement, and gardening stores continued their growing trend.

Euromonitor International's Home Products Specialists 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: Home Improvement and Gardening Stores, Homewares and Home Furnishing Stores, Pet Shops and Superstores.

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

Why buy this report?

- * Get a detailed picture of the Home Products Specialists 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

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reliable information resources to help drive informed strategic planning.

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Euromonitor International
March 2024

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HOME PRODUCTS SPECIALISTS IN PORTUGAL

KEY DATA FINDINGS

2023 DEVELOPMENTS

Home products specialists benefit from a rising interest in home improvements
Pet stores and superstores record double-digit growth, driven by the humanisation trend
Ongoing campaigns helps BCM - Bricolage retain its lead of the landscape

PROSPECTS AND OPPORTUNITIES

Home products specialists will sustain growth, driven by pet shops and superstores
Ongoing investments into the consumer experience to boost competitiveness
Rising interest in sustainability shapes product launches and concepts

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MARKET DATA

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