

Retail E-Commerce in Portugal

Market Direction | 2024-03-04 | 37 pages | Euromonitor

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Report description:

In 2023, retail e-commerce in Portugal recorded single-digit retail value growth. After a substantial uplift in sales during COVID-19, the landscape recorded a slowdown during 2022. This continued into 2023, with the channel losing share to offline retail as consumers returned to shopping in-store. In 2023, the largest Portuguese e-buyers continued to be aged between 25 and 54 years old, with socioeconomic profiles above the national average. The economic landscape, with a decline in household d...

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 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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Grocery retailer's online sales decline as households migrate back to stores
Strong competition as Shein, Temu and AliExpress continue to thrive

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Convenience, delivery and quick commerce aid growth on the landscape
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