

Consumer Electronics in Portugal

Market Direction | 2024-07-31 | 81 pages | Euromonitor

AVAILABLE LICENSES:

- Single User Licence €2675.00
- Multiple User License (1 Site) €5350.00
- Multiple User License (Global) €8025.00

Report description:

Portable consumer electronics, including smartphones, wearables, and headphones, performed well in 2024. This growth was driven by the premiumisation trend, which sees local consumers opt for higher-end models with advanced features.

Euromonitor International's Consumer Electronics in Portugal report offers a comprehensive guide to the size and shape of the in-home, portable and in-car consumer electronics products markets at a national level. It provides the latest retail sales data, 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, distribution or pricing issues. Forecasts illustrate how the market is set to change.

Product coverage: Computers and Peripherals, In-Car Entertainment, In-Home Consumer Electronics, Portable Consumer Electronics.

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 Electronics 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 Electronics in Portugal

Euromonitor International

July 2024

List Of Contents And Tables

CONSUMER ELECTRONICS IN PORTUGAL

EXECUTIVE SUMMARY

Consumer electronics in 2024: The big picture

2024 key trends

Competitive landscape

Retailing developments

What next for consumer electronics?

MARKET DATA

Table 1 Sales of Consumer Electronics by Category: Volume 2019-2024

Table 2 Sales of Consumer Electronics by Category: Value 2019-2024

Table 3 Sales of Consumer Electronics by Category: % Volume Growth 2019-2024

Table 4 Sales of Consumer Electronics by Category: % Value Growth 2019-2024

Table 5 NBO Company Shares of Consumer Electronics: % Volume 2020-2024

Table 6 LBN Brand Shares of Consumer Electronics: % Volume 2021-2024

Table 7 Distribution of Consumer Electronics by Channel: % Volume 2019-2024

Table 8 Forecast Sales of Consumer Electronics by Category: Volume 2024-2029

Table 9 Forecast Sales of Consumer Electronics by Category: Value 2024-2029

Table 10 Forecast Sales of Consumer Electronics by Category: % Volume Growth 2024-2029

Table 11 Forecast Sales of Consumer Electronics by Category: % Value Growth 2024-2029

DISCLAIMER

SOURCES

Summary 1 Research Sources

COMPUTERS AND PERIPHERALS IN PORTUGAL

KEY DATA FINDINGS

2024 DEVELOPMENTS

Limited growth for computers and peripherals in 2024

Digitalisation remains key for category recovery

Laptops register a robust performance in 2024

PROSPECTS AND OPPORTUNITIES

Computers and peripherals face challenges as well as opportunities

Business segment likely to support overall category growth

Printers will continue to see decline across the forecast period

CATEGORY DATA

Table 12 Sales of Computers and Peripherals by Category: Volume 2019-2024

Table 13 Sales of Computers and Peripherals by Category: Value 2019-2024

Table 14 Sales of Computers and Peripherals by Category: % Volume Growth 2019-2024

Table 15 Sales of Computers and Peripherals by Category: % Value Growth 2019-2024

Table 16 Sales of Computers by Category: Business Volume 2019-2024

Table 17 Sales of Computers by Category: Business Value MSP 2019-2024

Table 18 Sales of Computers by Category: Business Volume Growth 2019-2024

Scotts International. EU Vat number: PL 6772247784

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

www.scotts-international.com

Table 19 Sales of Computers by Category: Business Value MSP Growth 2019-2024

Table 20 NBO Company Shares of Computers and Peripherals: % Volume 2020-2024

Table 21 LBN Brand Shares of Computers and Peripherals: % Volume 2021-2024

Table 22 Distribution of Computers and Peripherals by Channel: % Volume 2019-2024

Table 23 Forecast Sales of Computers and Peripherals by Category: Volume 2024-2029

Table 24 Forecast Sales of Computers and Peripherals by Category: Value 2024-2029

Table 25 Forecast Sales of Computers and Peripherals by Category: % Volume Growth 2024-2029

Table 26 Forecast Sales of Computers and Peripherals by Category: % Value Growth 2024-2029

Table 27 Forecast Sales of Computers by Category: Business Volume 2024-2029

Table 28 Forecast Sales of Computers by Category: Business Value MSP 2024-2029

Table 29 Forecast Sales of Computers by Category: Business Volume Growth 2024-2029

Table 30 Forecast Sales of Computers by Category: Business Value MSP Growth 2024-2029

IN-CAR ENTERTAINMENT IN PORTUGAL

KEY DATA FINDINGS

2024 DEVELOPMENTS

Declines across the category in 2024

Investment in car workshops continues to fall

Mid-priced segment struggles to remain relevant

PROSPECTS AND OPPORTUNITIES

Category decline set to continue as built-in systems advance

Online channel will remain relevant for the category in the years ahead

Decline of in-dash media players may slow across the forecast period

CATEGORY DATA

Table 31 Sales of In-Car Entertainment by Category: Volume 2019-2024

Table 32 Sales of In-Car Entertainment by Category: Value 2019-2024

Table 33 Sales of In-Car Entertainment by Category: % Volume Growth 2019-2024

Table 34 Sales of In-Car Entertainment by Category: % Value Growth 2019-2024

Table 35 NBO Company Shares of In-Car Entertainment: % Volume 2020-2024

Table 36 LBN Brand Shares of In-Car Entertainment: % Volume 2021-2024

Table 37 Distribution of In-Car Entertainment by Channel: % Volume 2019-2024

Table 38 Forecast Sales of In-Car Entertainment by Category: Volume 2024-2029

Table 39 Forecast Sales of In-Car Entertainment by Category: Value 2024-2029

Table 40 Forecast Sales of In-Car Entertainment by Category: % Volume Growth 2024-2029

Table 41 Forecast Sales of In-Car Entertainment by Category: % Value Growth 2024-2029

HOME AUDIO AND CINEMA IN PORTUGAL

KEY DATA FINDINGS

2024 DEVELOPMENTS

Rising popularity of smartphone and wireless speaker combination hampers sales of audio separates in 2024

Sony retains the lead ahead of LG Electronics thanks to a solid reputation

Enhanced quality of TV sound affects home audio sales

PROSPECTS AND OPPORTUNITIES

Volume declines expected across the category during the forecast period

Sound bars will continue to expand, thanks to the popularity of streaming services and sustained innovation

E-commerce is expected to gain further ground as physical retailers narrow their focus to bestselling models

CATEGORY DATA

Table 42 Sales of Home Audio and Cinema by Category: Volume 2019-2024

Table 43 Sales of Home Audio and Cinema by Category: Value 2019-2024

Table 44 Sales of Home Audio and Cinema by Category: % Volume Growth 2019-2024

Table 45 Sales of Home Audio and Cinema by Category: % Value Growth 2019-2024

Table 46 NBO Company Shares of Home Audio and Cinema: % Volume 2020-2024

Table 47 LBN Brand Shares of Home Audio and Cinema: % Volume 2021-2024

Table 48 Distribution of Home Audio and Cinema by Channel: % Volume 2020-2024

Table 49 Forecast Sales of Home Audio and Cinema by Category: Volume 2024-2029

Table 50 Forecast Sales of Home Audio and Cinema by Category: Value 2024-2029

Table 51 \square Forecast Sales of Home Audio and Cinema by Category: % Volume Growth 2024-2029

Table 52 \square Forecast Sales of Home Audio and Cinema by Category: % Value Growth 2024-2029

HOME VIDEO IN PORTUGAL

KEY DATA FINDINGS

2024 DEVELOPMENTS

Positive performance in 2024 in both volume and current value terms

Hisense shows strong performance in 2024, but LG Electronics maintains its lead

Sports events throughout 2024 will contribute to sales

PROSPECTS AND OPPORTUNITIES

Volume declines expected across the forecast period, but current value sales will remain buoyant

AI will continue to be introduced within TVs, boosting category growth

Competitive landscape will remain fragmented across the forecast period

CATEGORY DATA

Table 53 Sales of Home Video by Category: Volume 2019-2024

Table 54 Sales of Home Video by Category: Value 2019-2024

Table 55 Sales of Home Video by Category: % Volume Growth 2019-2024

Table 56 Sales of Home Video by Category: % Value Growth 2019-2024

Table 57 Sales of LCD TVs by Network Connectivity: % Retail Volume 2019-2024

Table 58 NBO Company Shares of Home Video: % Volume 2020-2024

Table 59 LBN Brand Shares of Home Video: % Volume 2021-2024

Table 60 Distribution of Home Video by Channel: % Volume 2019-2024

Table 61 Forecast Sales of Home Video by Category: Volume 2024-2029

Table 62 \square Forecast Sales of Home Video by Category: Value 2024-2029

Table 63 \square Forecast Sales of Home Video by Category: % Volume Growth 2024-2029

Table 64 \square Forecast Sales of Home Video by Category: % Value Growth 2024-2029

Table 65 \square Forecast Sales of LCD TVs by Network Connectivity: % Retail Volume 2024-2029

IMAGING DEVICES IN PORTUGAL

KEY DATA FINDINGS

2024 DEVELOPMENTS

Volume and current value growth for imaging devices in 2024

Design features drive innovation in the category

Cameras benefit from consumers adopting more active lifestyles

PROSPECTS AND OPPORTUNITIES

Imaging devices will stabilise across the forecast period

Smartphones will continue to impact imaging devices in the years ahead

The revival trend will continue, offering scope for category growth

CATEGORY DATA

Table 66 Sales of Imaging Devices by Category: Volume 2019-2024

Table 67 Sales of Imaging Devices by Category: Value 2019-2024

Table 68 Sales of Imaging Devices by Category: % Volume Growth 2019-2024

Table 69 Sales of Imaging Devices by Category: % Value Growth 2019-2024

Table 70 NBO Company Shares of Imaging Devices: % Volume 2020-2024

Table 71 LBN Brand Shares of Imaging Devices: % Volume 2021-2024

Table 72 Distribution of Imaging Devices by Channel: % Volume 2019-2024

Table 73 Forecast Sales of Imaging Devices by Category: Volume 2024-2029

Table 74 Forecast Sales of Imaging Devices by Category: Value 2024-2029

Table 75 □Forecast Sales of Imaging Devices by Category: % Volume Growth 2024-2029

Table 76 □Forecast Sales of Imaging Devices by Category: % Value Growth 2024-2029

PORTABLE PLAYERS IN PORTUGAL

KEY DATA FINDINGS

2024 DEVELOPMENTS

Volume and current value growth in 2024, thanks to popularity of wireless speakers

Some declines within the category in 2024 reflect persistent consumer trends favouring convenience and versatility

Physical stores continue to lead sales despite popularity of e-commerce

PROSPECTS AND OPPORTUNITIES

E-readers benefit from buoyant book sales and ongoing innovation

Competition within wireless speakers will continue to drive category sales

The online channel will remain relevant for sales of portable players across the forecast period

CATEGORY DATA

Table 77 Sales of Portable Players by Category: Volume 2019-2024

Table 78 Sales of Portable Players by Category: Value 2019-2024

Table 79 Sales of Portable Players by Category: % Volume Growth 2019-2024

Table 80 Sales of Portable Players by Category: % Value Growth 2019-2024

Table 81 NBO Company Shares of Portable Players: % Volume 2020-2024

Table 82 LBN Brand Shares of Portable Players: % Volume 2021-2024

Table 83 Distribution of Portable Players by Channel: % Volume 2019-2024

Table 84 Forecast Sales of Portable Players by Category: Volume 2024-2029

Table 85 Forecast Sales of Portable Players by Category: Value 2024-2029

Table 86 □Forecast Sales of Portable Players by Category: % Volume Growth 2024-2029

Table 87 □Forecast Sales of Portable Players by Category: % Value Growth 2024-2029

MOBILE PHONES IN PORTUGAL

KEY DATA FINDINGS

2024 DEVELOPMENTS

Volume and current value growth recovery for mobile phones

Premiumisation trend continues apace in 2024

Samsung retains its leading position amid increasing competition from Chinese players

PROSPECTS AND OPPORTUNITIES

Volume sales set to decline across the forecast period amid high penetration rates

Further innovation expected as players vie for share

Competitive landscape will remain fragmented in the years ahead

CATEGORY DATA

Table 88 Sales of Mobile Phones by Category: Volume 2019-2024

Table 89 Sales of Mobile Phones by Category: Value 2019-2024

Table 90 Sales of Mobile Phones by Category: % Volume Growth 2019-2024

Table 91 Sales of Mobile Phones by Category: % Value Growth 2019-2024

Table 92 Sales of Smartphones by Screen Size: % Retail Volume 2021-2024

Table 93 NBO Company Shares of Mobile Phones: % Volume 2020-2024

Table 94 LBN Brand Shares of Mobile Phones: % Volume 2021-2024

Table 95 Distribution of Mobile Phones by Channel: % Volume 2019-2024

Table 96 Forecast Sales of Mobile Phones by Category: Volume 2024-2029

Table 97 □Forecast Sales of Mobile Phones by Category: Value 2024-2029

Table 98 □Forecast Sales of Mobile Phones by Category: % Volume Growth 2024-2029

Table 99 □Forecast Sales of Mobile Phones by Category: % Value Growth 2024-2029

Table 100 □Forecast Sales of Smartphones by Screen Size: % Retail Volume 2024-2029

WEARABLE ELECTRONICS IN PORTUGAL

KEY DATA FINDINGS

2024 DEVELOPMENTS

Recovery for wearable electronics in 2024

Smart wearables show the most significant volume growth in 2024

Chinese players continue to make strides

PROSPECTS AND OPPORTUNITIES

Growth opportunities remain across the forecast period

Innovation set to continue apace with advancements in AI

Consolidation among key players likely in the coming years

CATEGORY DATA

Table 101 Sales of Wearable Electronics by Category: Volume 2019-2024

Table 102 Sales of Wearable Electronics by Category: Value 2019-2024

Table 103 Sales of Wearable Electronics by Category: % Volume Growth 2019-2024

Table 104 Sales of Wearable Electronics by Category: % Value Growth 2019-2024

Table 105 NBO Company Shares of Wearable Electronics: % Volume 2020-2024

Table 106 LBN Brand Shares of Wearable Electronics: % Volume 2021-2024

Table 107 Distribution of Wearable Electronics by Channel: % Volume 2019-2024

Table 108 Forecast Sales of Wearable Electronics by Category: Volume 2024-2029

Table 109 Forecast Sales of Wearable Electronics by Category: Value 2024-2029

Table 110 □Forecast Sales of Wearable Electronics by Category: % Volume Growth 2024-2029

Table 111 □Forecast Sales of Wearable Electronics by Category: % Value Growth 2024-2029

HEADPHONES IN PORTUGAL

KEY DATA FINDINGS

2024 DEVELOPMENTS

TWS earbuds drive category performance in 2024

Mass wireless earphones sees significant decline

Headphones sold in bundle packs appeal to local consumers

PROSPECTS AND OPPORTUNITIES

Headphones have further potential for growth over the forecast period

TWS earbuds will drive growth across the forecast period

Online channel will remain important for sales of headphones

CATEGORY DATA

Table 112 Sales of Headphones by Category: Volume 2019-2024

Table 113 Sales of Headphones by Category: Value 2019-2024

Table 114 Sales of Headphones by Category: % Volume Growth 2019-2024

Table 115 Sales of Headphones by Category: % Value Growth 2019-2024

Table 116 NBO Company Shares of Headphones: % Volume 2020-2024

Table 117 LBN Brand Shares of Headphones: % Volume 2021-2024

Table 118 Distribution of Headphones by Channel: % Volume 2019-2024

Table 119 Forecast Sales of Headphones by Category: Volume 2024-2029

Table 120 Forecast Sales of Headphones by Category: Value 2024-2029

Table 121 □Forecast Sales of Headphones by Category: % Volume Growth 2024-2029

Table 122 □Forecast Sales of Headphones by Category: % Value Growth 2024-2029

Scotts International. EU Vat number: PL 6772247784

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

www.scotts-international.com

Consumer Electronics in Portugal

Market Direction | 2024-07-31 | 81 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	€2675.00
	Multiple User License (1 Site)	€5350.00
	Multiple User License (Global)	€8025.00
		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="2026-02-09"/>
		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