

## **Consumer Electronics Retail in Portugal**

Industry Report | 2024-08-30 | 38 pages | MarketLine

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### **Report description:**

Consumer Electronics Retail in Portugal

#### Summary

Consumer Electronics Retail in Portugal industry profile provides top-line qualitative and quantitative summary information including: market share, market size (value and volume 2018-23, and forecast to 2028). The profile also contains descriptions of the leading players including key financial metrics and analysis of competitive pressures within the market.

#### Key Highlights

- The consumer electronics retail market comprises the sales of communications equipment, computer hardware and software, consumer electronics, household appliances, and photographic equipment. The market value represents the retail sales value of consumer electronics.
- The Portuguese consumer electronics retail market recorded revenues of \$4.8 billion in 2023, representing a compound annual growth rate (CAGR) of 3.8% between 2018 and 2023.
- The household appliances segment accounted for the market's largest proportion in 2023, with total revenues of \$1.8 billion, equivalent to 37.9% of the market's overall value.
- In 2023, the Portuguese consumer electronics retail market recorded an annual growth of 6.1% due to the increase in penetration of personal computers for work, education, and entertainment supported market growth. According to the Organization for Economic Co-operation and Development (OECD), in 2023, households with personal computers in Portugal reached 3.0 million, up 0.5% annually.

#### Scope

- Save time carrying out entry-level research by identifying the size, growth, and leading players in the consumer electronics retail

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market in Portugal

- Use the Five Forces analysis to determine the competitive intensity and therefore attractiveness of the consumer electronics retail market in Portugal
- Leading company profiles reveal details of key consumer electronics retail market players' global operations and financial performance
- Add weight to presentations and pitches by understanding the future growth prospects of the Portugal consumer electronics retail market with five year forecasts by both value and volume

#### Reasons to Buy

- What was the size of the Portugal consumer electronics retail market by value in 2023?
- What will be the size of the Portugal consumer electronics retail market in 2028?
- What factors are affecting the strength of competition in the Portugal consumer electronics retail market?
- How has the market performed over the last five years?
- Who are the top competitors in Portugal's consumer electronics retail market?

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