

## **Apparel and Footwear in Portugal**

Market Direction | 2024-12-09 | 96 pages | Euromonitor

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### **Report description:**

In 2024, apparel and footwear in Portugal is facing major challenges due to the decline in consumer spending caused economic uncertainty and an unseasonably mild climate that impeded sales in the first half of the year. To combat declining sales, major brands relied on discounts to clear excess stocks. Consumers are still grappling with high costs of living in Portugal following two years of high inflation. The desire to trade down to more affordable apparel and footwear products was widespread,...

Euromonitor International's Apparel and Footwear 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 and analysis by distribution format allowing you to identify the sectors driving growth. It identifies the leading companies, leading brands, and offers strategic analysis of key factors influencing the market. Forecasts to 2028 illustrate how the market is set to change.

Product coverage: Apparel, Footwear, Sportswear.

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

Why buy this report?

- \* Get a detailed picture of the Apparel and Footwear 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.

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Euromonitor International  
December 2024

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