

Retail E-Commerce in Portugal

March 2024

Table of Contents

Retail E-Commerce in Portugal - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

Retail e-commerce rises, however, growth slows as consumers shop offline
Grocery retailer's online sales decline as households migrate back to stores
Strong competition as Shein, Temu and AliExpress continue to thrive

PROSPECTS AND OPPORTUNITIES

Marketplaces boost growth for e-commerce over the forecast period
Convenience, delivery and quick commerce aid growth on the landscape
Social commerce benefits from consumers' rising use of social media platforms

CHANNEL DATA

- Table 1 - Retail E-Commerce by Channel: Value 2017-2022
- Table 2 - Retail E-Commerce by Channel: % Value Growth 2017-2022
- Table 3 - Retail E-Commerce by Product: Value 2017-2022
- Table 4 - Retail E-Commerce by Product: % Value Growth 2017-2022
- Table 5 - Retail E-Commerce GBO Company Shares: % Value 2018-2022
- Table 6 - Retail E-Commerce GBN Brand Shares: % Value 2019-2022
- Table 7 - Forecast Retail E-Commerce by Channel: Value 2022-2027
- Table 8 - Forecast Retail E-Commerce by Channel: % Value Growth 2022-2027
- Table 9 - Forecast Retail E-Commerce by Product: Value 2022-2027
- Table 10 - Forecast Retail E-Commerce by Product: % Value Growth 2022-2027

[Retail in Portugal - Industry Overview](#)

EXECUTIVE SUMMARY

Retail in 2023: The big picture
Omnichannel: a unique online and physical experience
How stores layouts are changing in Portugal
What next for retail?

OPERATING ENVIRONMENT

Informal retail
Opening hours for physical retail
Summary 1 - Standard Opening Hours by Channel Type 2023
Seasonality
Christmas
Back to School
Easter

MARKET DATA

- Table 11 - Sales in Retail by Retail Offline vs Retail E-Commerce: Value 2018-2023
- Table 12 - Sales in Retail by Retail Offline vs Retail E-Commerce: % Value Growth 2018-2023
- Table 13 - Sales in Retail Offline by Channel: Value 2018-2023
- Table 14 - Sales in Retail Offline by Channel: % Value Growth 2018-2023
- Table 15 - Retail Offline Outlets by Channel: Units 2018-2023
- Table 16 - Retail Offline Outlets by Channel: % Unit Growth 2018-2023
- Table 17 - Sales in Retail E-Commerce by Product: Value 2018-2023
- Table 18 - Sales in Retail E-Commerce by Product: % Value Growth 2018-2023
- Table 19 - Grocery Retailers: Value Sales, Outlets and Selling Space 2018-2023
- Table 20 - Grocery Retailers: Value Sales, Outlets and Selling Space: % Growth 2018-2023

Table 21 - Sales in Grocery Retailers by Channel: Value 2018-2023
Table 22 - Sales in Grocery Retailers by Channel: % Value Growth 2018-2023
Table 23 - Grocery Retailers Outlets by Channel: Units 2018-2023
Table 24 - Grocery Retailers Outlets by Channel: % Unit Growth 2018-2023
Table 25 - Non-Grocery Retailers: Value Sales, Outlets and Selling Space 2018-2023
Table 26 - Non-Grocery Retailers: Value Sales, Outlets and Selling Space: % Growth 2018-2023
Table 27 - Sales in Non-Grocery Retailers by Channel: Value 2018-2023
Table 28 - Sales in Non-Grocery Retailers by Channel: % Value Growth 2018-2023
Table 29 - Non-Grocery Retailers Outlets by Channel: Units 2018-2023
Table 30 - Non-Grocery Retailers Outlets by Channel: % Unit Growth 2018-2023
Table 31 - Retail GBO Company Shares: % Value 2019-2023
Table 32 - Retail GBN Brand Shares: % Value 2020-2023
Table 33 - Retail Offline GBO Company Shares: % Value 2019-2023
Table 34 - Retail Offline GBN Brand Shares: % Value 2020-2023
Table 35 - Retail Offline LBN Brand Shares: Outlets 2020-2023
Table 36 - Retail E-Commerce GBO Company Shares: % Value 2019-2023
Table 37 - Retail E-Commerce GBN Brand Shares: % Value 2020-2023
Table 38 - Grocery Retailers GBO Company Shares: % Value 2019-2023
Table 39 - Grocery Retailers GBN Brand Shares: % Value 2020-2023
Table 40 - Grocery Retailers LBN Brand Shares: Outlets 2020-2023
Table 41 - Non-Grocery Retailers GBO Company Shares: % Value 2019-2023
Table 42 - Non-Grocery Retailers GBN Brand Shares: % Value 2020-2023
Table 43 - Non-Grocery Retailers LBN Brand Shares: Outlets 2020-2023
Table 44 - Forecast Sales in Retail by Retail Offline vs Retail E-Commerce: Value 2023-2028
Table 45 - Forecast Sales in Retail by Retail Offline vs Retail E-Commerce: % Value Growth 2023-2028
Table 46 - Forecast Sales in Retail Offline by Channel: Value 2023-2028
Table 47 - Forecast Sales in Retail Offline by Channel: % Value Growth 2023-2028
Table 48 - Forecast Retail Offline Outlets by Channel: Units 2023-2028
Table 49 - Forecast Retail Offline Outlets by Channel: % Unit Growth 2023-2028
Table 50 - Forecast Sales in Retail E-Commerce by Product: Value 2023-2028
Table 51 - Forecast Sales in Retail E-Commerce by Product: % Value Growth 2023-2028
Table 52 - Grocery Retailers Forecasts: Value Sales, Outlets and Selling Space 2023-2028
Table 53 - Grocery Retailers Forecasts: Value Sales, Outlets and Selling Space: % Growth 2023-2028
Table 54 - Forecast Sales in Grocery Retailers by Channel: Value 2023-2028
Table 55 - Forecast Sales in Grocery Retailers by Channel: % Value Growth 2023-2028
Table 56 - Forecast Grocery Retailers Outlets by Channel: Units 2023-2028
Table 57 - Forecast Grocery Retailers Outlets by Channel: % Unit Growth 2023-2028
Table 58 - Non-Grocery Retailers Forecasts: Value Sales, Outlets and Selling Space 2023-2028
Table 59 - Non-Grocery Retailers Forecasts: Value Sales, Outlets and Selling Space: % Growth 2023-2028
Table 60 - Forecast Sales in Non-Grocery Retailers by Channel: Value 2023-2028
Table 61 - Forecast Sales in Non-Grocery Retailers by Channel: % Value Growth 2023-2028
Table 62 - Forecast Non-Grocery Retailers Outlets by Channel: Units 2023-2028
Table 63 - Forecast Non-Grocery Retailers Outlets by Channel: % Unit Growth 2023-2028

DISCLAIMER

SOURCES

Summary 2 - Research Sources

About Euromonitor International

Euromonitor International is an independent market intelligence provider. Data, insight and analysis stem from in-the-field research

spanning 210 national markets.

Content ranges from the in-depth and country-specific, to key strategic themes with a global range and significance. Products cover a comprehensive range of insights and market data, but can be broadly categorised as:

- **Strategy Briefings:** Global or regional in scope, and focussing on the most important themes shaping consumer demand, the key markets, competitive environment and future outlook across a range of industries.
- **Company Profiles:** Analysis dedicated to the world's most significant companies, with detailed insight into their activities, focus of operations, their competitors, their geographic presence and performance.
- **Country Reports:** For an in-depth understanding of specific countries, whether by industry, economic metrics or consumer trends and lifestyles. These reports cover current trends, consumer demand, market potential and future prospects, with country-specific local insight and comprehensive data, unavailable elsewhere.

For more information on this report, further enquiries can be directed via this link www.euromonitor.com/retail-e-commerce-in-portugal/report.