

# Consumer Lifestyles in Portugal

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## Abstracts

Modest economic growth has returned and consumers are becoming more optimistic about their own financial futures, reflected by growing levels of spending. In addition, consumers are becoming less hesitant to borrow to pay for purchases, particularly for big-ticket items. But the cost-consciousness developed during nearly a decade of recession and austerity lingers. Meanwhile, continued low fertility rates, emigration and rising life expectancy are changing the consumer profile.

Euromonitor's Consumer Lifestyles in Portugal report analyses factors influencing national consumer expenditure. Consumer lifestyles reports include coverage of: population, urban development, home ownership, household profiles, labour, income, consumer and family expenditure, health, education, eating habits, drinking habits, shopping habits, personal grooming, clothing, leisure habits, savings and investments, media, communication, transport and travel and tourism. Use this report to understand the factors influencing a nation's lifestyle choices.

**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 Lifestyles 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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