

# E-Commerce (Goods) in Portugal

<https://marketpublishers.com/r/ED0DF9E85329EN.html>

Date: March 2022

Pages: 45

Price: US\$ 990.00 (Single User License)

ID: ED0DF9E85329EN

## Abstracts

The emergence of the pandemic and all subsequent restrictions that ensued as the local government attempted to control the spread of the virus, accelerated the development of e-commerce in Portugal, with sales increasing in 2020 at levels that most players traditionally expected to achieve over the course of four or five years. Many national companies were forced to turn digital to support sales that were severely impacted by restrictions on trading and lack of footfall in their physical stores...

Euromonitor International's E-Commerce (Goods) in Portugal report offers insight into key trends and developments driving the industry. The report examines all retail channels to provide sector insight. Channels include hypermarkets, supermarkets, discounters, convenience stores, mixed retailers, health and beauty retailers, clothing and footwear retailers, furniture and furnishing stores, DIY and hardware stores, durable goods retailers, leisure and personal goods retailers. There are profiles of leading retailers, with analysis of their performance and the challenges they face. There is also analysis of non-store retailing: vending; homeshopping; internet retailing; direct selling, as available.

**Product coverage:** Cross-Border E-Commerce (Goods), E-Commerce (Goods) by Product Category, Mobile E-Commerce (Goods).

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

## Why buy this report?

Get a detailed picture of the E-Commerce (Goods) 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.

## Contents

### E-COMMERCE (GOODS) IN PORTUGAL

#### KEY DATA FINDINGS

#### 2021 DEVELOPMENTS

Further sales increase for e-commerce following a dynamic 2020

Logistics, services and improving online experiences drive innovation

Use of chatbots on the rise

#### PROSPECTS AND OPPORTUNITIES

Services and Q-commerce to gain further traction over the forecast period

Competition grows in line with greater channel penetration

Marketplaces to conquer share

#### CHANNEL DATA

Table 1 E-Commerce (Goods) by Channel and Category: Value 2016-2021

Table 2 E-Commerce (Goods) by Channel and Category: % Value Growth 2016-2021

Table 3 E-Commerce (Goods) GBO Company Shares: % Value 2017-2021

Table 4 E-Commerce (Goods) GBN Brand Shares: % Value 2018-2021

Table 5 Forecast E-Commerce (Goods) by Channel and Category: Value 2021-2026

Table 6 Forecast E-Commerce (Goods) by Channel and Category: % Value Growth 2021-2026

### RETAILING IN PORTUGAL

#### EXECUTIVE SUMMARY

Retailing in 2021: The big picture

Digitalisation grows and continues to penetrate retail

Competitive environment dynamic even during difficult period

What next for retailing?

#### OPERATING ENVIRONMENT

Informal retailing

Opening hours

Summary 1 Standard Opening Hours by Channel Type 2021

Physical retail landscape

Cash and carry

Table 7 Cash and Carry Sales: Value 2016-2021

Seasonality

Christmas

Back to School

Easter

Payments

Delivery and collection

## Emerging business models

## MARKET DATA

Table 8 Sales in Retailing by Store-based vs Non-Store: Value 2016-2021

Table 9 Sales in Retailing by Store-based vs Non-Store: % Value Growth 2016-2021

Table 10 Sales in Store-based Retailing by Channel: Value 2016-2021

Table 11 Sales in Store-based Retailing by Channel: % Value Growth 2016-2021

Table 12 Store-based Retailing Outlets by Channel: Units 2016-2021

Table 13 Store-based Retailing Outlets by Channel: % Unit Growth 2016-2021

Table 14 Sales in Non-Store Retailing by Channel: Value 2016-2021

Table 15 Sales in Non-Store Retailing by Channel: % Value Growth 2016-2021

Table 16 Grocery Retailers: Value Sales, Outlets and Selling Space 2016-2021

Table 17 Grocery Retailers: Value Sales, Outlets and Selling Space: % Growth 2016-2021

Table 18 Sales in Grocery Retailers by Channel: Value 2016-2021

Table 19 Sales in Grocery Retailers by Channel: % Value Growth 2016-2021

Table 20 Grocery Retailers Outlets by Channel: Units 2016-2021

Table 21 Grocery Retailers Outlets by Channel: % Unit Growth 2016-2021

Table 22 Non-Grocery Specialists: Value Sales, Outlets and Selling Space 2016-2021

Table 23 Non-Grocery Specialists: Value Sales, Outlets and Selling Space: % Growth 2016-2021

Table 24 Sales in Non-Grocery Specialists by Channel: Value 2016-2021

Table 25 Sales in Non-Grocery Specialists by Channel: % Value Growth 2016-2021

Table 26 Non-Grocery Specialists Outlets by Channel: Units 2016-2021

Table 27 Non-Grocery Specialists Outlets by Channel: % Unit Growth 2016-2021

Table 28 Mixed Retailers: Value Sales, Outlets and Selling Space 2016-2021

Table 29 Mixed Retailers: Value Sales, Outlets and Selling Space: % Growth 2016-2021

Table 30 Sales in Mixed Retailers by Channel: Value 2016-2021

Table 31 Sales in Mixed Retailers by Channel: % Value Growth 2016-2021

Table 32 Mixed Retailers Outlets by Channel: Units 2016-2021

Table 33 Mixed Retailers Outlets by Channel: % Unit Growth 2016-2021

Table 34 Retailing GBO Company Shares: % Value 2017-2021

Table 35 Retailing GBN Brand Shares: % Value 2018-2021

Table 36 Store-based Retailing GBO Company Shares: % Value 2017-2021

Table 37 Store-based Retailing GBN Brand Shares: % Value 2018-2021

Table 38 Store-based Retailing LBN Brand Shares: Outlets 2018-2021

Table 39 Non-Store Retailing GBO Company Shares: % Value 2017-2021

Table 40 Non-Store Retailing GBN Brand Shares: % Value 2018-2021

Table 41 Grocery Retailers GBO Company Shares: % Value 2017-2021

- Table 42 Grocery Retailers GBN Brand Shares: % Value 2018-2021
- Table 43 Grocery Retailers LBN Brand Shares: Outlets 2018-2021
- Table 44 Grocery Retailers LBN Brand Shares: Selling Space 2018-2021
- Table 45 Non-Grocery Specialists GBO Company Shares: % Value 2017-2021
- Table 46 Non-Grocery Specialists GBN Brand Shares: % Value 2018-2021
- Table 47 Non-Grocery Specialists LBN Brand Shares: Outlets 2018-2021
- Table 48 Non-Grocery Specialists LBN Brand Shares: Selling Space 2018-2021
- Table 49 Mixed Retailers GBO Company Shares: % Value 2017-2021
- Table 50 Mixed Retailers GBN Brand Shares: % Value 2018-2021
- Table 51 Mixed Retailers LBN Brand Shares: Outlets 2018-2021
- Table 52 Mixed Retailers LBN Brand Shares: Selling Space 2018-2021
- Table 53 Forecast Sales in Retailing by Store-based vs Non-Store: Value 2021-2026
- Table 54 Forecast Sales in Retailing by Store-based vs Non-Store: % Value Growth 2021-2026
- Table 55 Forecast Sales in Store-based Retailing by Channel: Value 2021-2026
- Table 56 Forecast Sales in Store-based Retailing by Channel: % Value Growth 2021-2026
- Table 57 Forecast Store-based Retailing Outlets by Channel: Units 2021-2026
- Table 58 Forecast Store-Based Retailing Outlets by Channel: % Unit Growth 2021-2026
- Table 59 Forecast Sales in Non-Store Retailing by Channel: Value 2021-2026
- Table 60 Forecast Sales in Non-Store Retailing by Channel: % Value Growth 2021-2026
- Table 61 Grocery Retailers Forecasts: Value Sales, Outlets and Selling Space 2021-2026
- Table 62 Grocery Retailers Forecasts: Value Sales, Outlets and Selling Space: % Growth 2021-2026
- Table 63 Forecast Sales in Grocery Retailers by Channel: Value 2021-2026
- Table 64 Forecast Sales in Grocery Retailers by Channel: % Value Growth 2021-2026
- Table 65 Forecast Grocery Retailers Outlets by Channel: Units 2021-2026
- Table 66 Forecast Grocery Retailers Outlets by Channel: % Unit Growth 2021-2026
- Table 67 Non-Grocery Specialists Forecasts: Value Sales, Outlets and Selling Space 2021-2026
- Table 68 Non-Grocery Specialists Forecasts: Value Sales, Outlets and Selling Space: % Growth 2021-2026
- Table 69 Forecast Sales in Non-Grocery Specialists by Channel: Value 2021-2026
- Table 70 Forecast Sales in Non-Grocery Specialists by Channel: % Value Growth 2021-2026
- Table 71 Forecast Non-Grocery Specialists Outlets by Channel: Units 2021-2026
- Table 72 Forecast Non-Grocery Specialists Outlets by Channel: % Unit Growth

2021-2026

Table 73 Mixed Retailers Forecasts: Value Sales, Outlets and Selling Space 2021-2026

Table 74 Mixed Retailers Forecasts: Value Sales, Outlets and Selling Space: % Growth 2021-2026

Table 75 Forecast Sales in Mixed Retailers by Channel: Value 2021-2026

Table 76 Forecast Sales in Mixed Retailers by Channel: % Value Growth 2021-2026

Table 77 Forecast Mixed Retailers Outlets by Channel: Units 2021-2026

Table 78 Forecast Mixed Retailers Outlets by Channel: % Unit Growth 2021-2026

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SOURCES

Summary 2 Research Sources

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