

Heating Appliances in Portugal

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Abstracts

The winter of 2014/2015, one of the coldest of the last 15 years, contributed to the positive performance of heating appliances in 2015, with Portuguese households looking for products which could help them to get through the atypical winter. Most Portuguese households are not particularly prepared for the winter, as it is not usually as harsh as in other European countries. Houses, except for new constructions, do not tend to include central heating, meaning that each family has to find...

Euromonitor International's Heating Appliances 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 2011-2015, allowing you to identify the sectors driving growth. It identifies the leading companies, the leading brands and offers strategic analysis of key factors influencing the market – be they new product developments, format trends or distribution issues. Forecasts to 2020 illustrate how the market is set to change.

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

Why buy this report?

Get a detailed picture of the Heating Appliances 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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Executive Summary

Positive Signs in the Economy Boost Consumption

Efficiency, Health and Connectivity: the Buzz Words for Appliances in Portugal

Mergers Result in Large Players Owning Multiple Brands

Chained Specialist Retailers Remain Unbeatable

Renovations Set To Be the New Growth Driver in Construction

Key Trends and Developments

Environmental Concerns Drive Innovation

Retail Players Experiment With New Store Concepts

Connectivity, Simplicity and Multifunctionality

Brands Experiment With New Forms of Communication To Reach Millennial Consumers

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