

# Mobile E-Commerce in Portugal

<https://marketpublishers.com/r/MB20A6722683EN.html>

Date: March 2021

Pages: 49

Price: US\$ 990.00 (Single User License)

ID: MB20A6722683EN

## Abstracts

Mobile e-commerce recorded a rapid expansion and a dramatic uptick in retail current value sales in 2020 as a result of the COVID-19 pandemic during which many retail outlets around Portugal faced extended periods of closure during the national lockdown. As companies also recorded a lower level of footfall when restrictions were lifted, as consumers continued to fear COVID-19 infection, mobile e-commerce continued to benefit from COVID-19 conditions throughout 2020. Whilst in home seclusion, con...

Euromonitor International's Mobile E-Commerce 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.

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

### Why buy this report?

Get a detailed picture of the Mobile E-Commerce 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

### KEY DATA FINDINGS

#### 2020 IMPACT

Mobile e-commerce expands rapidly under COVID-19

The rise of mobile e-commerce raises technological challenges for Portuguese companies

Players continue to launch new apps as consumers demand a more connected shopping experience

#### RECOVERY AND OPPORTUNITIES

Smart generation spurs continued growth and innovation in mobile e-commerce

Apps to become more sophisticated as more players enter the channel

Retailers look to simplify purchasing process through greater development of digital solutions

#### CHANNEL DATA

Table 1 Mobile E-Commerce: Value 2015-2020

Table 2 Mobile E-Commerce: % Value Growth 2015-2020

Table 3 Mobile E-Commerce Forecasts: Value 2020-2025

Table 4 Mobile E-Commerce Forecasts: % Value Growth 2020-2025

#### EXECUTIVE SUMMARY

COVID-19 impact on retailing

COVID-19 country impact

Companies invest in technology to reach increasingly connected Portuguese consumers

Companies team up as the number of partnerships increase

What next for retailing?

#### OPERATING ENVIRONMENT

Informal retailing

Opening hours

Summary 1 Standard Opening Hours by Channel Type 2019

Physical retail landscape

Cash and carry

Table 5 Cash and Carry Sales: Value 2015-2020

Seasonality

Christmas

Back to School

Easter

Payments and delivery

Emerging business models

## MARKET DATA

Table 6 Sales in Retailing by Store-based vs Non-Store: Value 2015-2020

Table 7 Sales in Retailing by Store-based vs Non-Store: % Value Growth 2015-2020

Table 8 Sales in Store-based Retailing by Channel: Value 2015-2020

Table 9 Sales in Store-based Retailing by Channel: % Value Growth 2015-2020

Table 10 Store-based Retailing Outlets by Channel: Units 2015-2020

Table 11 Store-based Retailing Outlets by Channel: % Unit Growth 2015-2020

Table 12 Sales in Non-Store Retailing by Channel: Value 2015-2020

Table 13 Sales in Non-Store Retailing by Channel: % Value Growth 2015-2020

Table 14 Grocery Retailers: Value Sales, Outlets and Selling Space 2015-2020

Table 15 Grocery Retailers: Value Sales, Outlets and Selling Space: % Growth 2015-2020

Table 16 Sales in Grocery Retailers by Channel: Value 2015-2020

Table 17 Sales in Grocery Retailers by Channel: % Value Growth 2015-2020

Table 18 Grocery Retailers Outlets by Channel: Units 2015-2020

Table 19 Grocery Retailers Outlets by Channel: % Unit Growth 2015-2020

Table 20 Non-Grocery Specialists: Value Sales, Outlets and Selling Space 2015-2020

Table 21 Non-Grocery Specialists: Value Sales, Outlets and Selling Space: % Growth 2015-2020

Table 22 Sales in Non-Grocery Specialists by Channel: Value 2015-2020

Table 23 Sales in Non-Grocery Specialists by Channel: % Value Growth 2015-2020

Table 24 Non-Grocery Specialists Outlets by Channel: Units 2015-2020

Table 25 Non-Grocery Specialists Outlets by Channel: % Unit Growth 2015-2020

Table 26 Mixed Retailers: Value Sales, Outlets and Selling Space 2015-2020

Table 27 Mixed Retailers: Value Sales, Outlets and Selling Space: % Growth 2015-2020

Table 28 Sales in Mixed Retailers by Channel: Value 2015-2020

Table 29 Sales in Mixed Retailers by Channel: % Value Growth 2015-2020

Table 30 Mixed Retailers Outlets by Channel: Units 2015-2020

Table 31 Mixed Retailers Outlets by Channel: % Unit Growth 2015-2020

Table 32 Retailing GBO Company Shares: % Value 2016-2020

Table 33 Retailing GBN Brand Shares: % Value 2017-2020

Table 34 Store-based Retailing GBO Company Shares: % Value 2016-2020

Table 35 Store-based Retailing GBN Brand Shares: % Value 2017-2020

Table 36 Store-based Retailing LBN Brand Shares: Outlets 2017-2020

Table 37 Non-Store Retailing GBO Company Shares: % Value 2016-2020

Table 38 Non-Store Retailing GBN Brand Shares: % Value 2017-2020

Table 39 Grocery Retailers GBO Company Shares: % Value 2016-2020

Table 40 Grocery Retailers GBN Brand Shares: % Value 2017-2020

|  |
|--|
| Table 41 Grocery Retailers LBN Brand Shares: Outlets 2017-2020   |
| Table 42 Grocery Retailers LBN Brand Shares: Selling Space 2017-2020                                   |
| Table 43 Non-Grocery Specialists GBO Company Shares: % Value 2016-2020                                 |
| Table 44 Non-Grocery Specialists GBN Brand Shares: % Value 2017-2020                                   |
| Table 45 Non-Grocery Specialists LBN Brand Shares: Outlets 2017-2020                                   |
| Table 46 Non-Grocery Specialists LBN Brand Shares: Selling Space 2017-2020                             |
| Table 47 Mixed Retailers GBO Company Shares: % Value 2016-2020   |
| Table 48 Mixed Retailers GBN Brand Shares: % Value 2017-2020   |
| Table 49 Mixed Retailers LBN Brand Shares: Outlets 2017-2020   |
| Table 50 Mixed Retailers LBN Brand Shares: Selling Space 2017-2020                                     |
| Table 51 Forecast Sales in Retailing by Store-based vs Non-Store: Value 2020-2025                      |
| Table 52 Forecast Sales in Retailing by Store-based vs Non-Store: % Value Growth 2020-2025             |
| Table 53 Forecast Sales in Store-based Retailing by Channel: Value 2020-2025                           |
| Table 54 Forecast Sales in Store-based Retailing by Channel: % Value Growth 2020-2025                  |
| Table 55 Forecast Store-based Retailing Outlets by Channel: Units 2020-2025                            |
| Table 56 Forecast Store-Based Retailing Outlets by Channel: % Unit Growth 2020-2025                    |
| Table 57 Forecast Sales in Non-Store Retailing by Channel: Value 2020-2025                             |
| Table 58 Forecast Sales in Non-Store Retailing by Channel: % Value Growth 2020-2025                    |
| Table 59 Grocery Retailers Forecasts: Value Sales, Outlets and Selling Space 2020-2025                 |
| Table 60 Grocery Retailers Forecasts: Value Sales, Outlets and Selling Space: % Growth 2020-2025       |
| Table 61 Forecast Sales in Grocery Retailers by Channel: Value 2020-2025                               |
| Table 62 Forecast Sales in Grocery Retailers by Channel: % Value Growth 2020-2025                      |
| Table 63 Forecast Grocery Retailers Outlets by Channel: Units 2020-2025                                |
| Table 64 Forecast Grocery Retailers Outlets by Channel: % Unit Growth 2020-2025                        |
| Table 65 Non-Grocery Specialists Forecasts: Value Sales, Outlets and Selling Space 2020-2025           |
| Table 66 Non-Grocery Specialists Forecasts: Value Sales, Outlets and Selling Space: % Growth 2020-2025 |
| Table 67 Forecast Sales in Non-Grocery Specialists by Channel: Value 2020-2025                         |
| Table 68 Forecast Sales in Non-Grocery Specialists by Channel: % Value Growth 2020-2025                |
| Table 69 Forecast Non-Grocery Specialists Outlets by Channel: Units 2020-2025                          |
| Table 70 Forecast Non-Grocery Specialists Outlets by Channel: % Unit Growth 2020-2025                  |

Table 71 Mixed Retailers Forecasts: Value Sales, Outlets and Selling Space 2020-2025

Table 72 Mixed Retailers Forecasts: Value Sales, Outlets and Selling Space: % Growth 2020-2025

Table 73 Forecast Sales in Mixed Retailers by Channel: Value 2020-2025

Table 74 Forecast Sales in Mixed Retailers by Channel: % Value Growth 2020-2025

Table 75 Forecast Mixed Retailers Outlets by Channel: Units 2020-2025

Table 76 Forecast Mixed Retailers Outlets by Channel: % Unit Growth 2020-2025

DISCLAIMER

GLOBAL MACROECONOMIC ENVIRONMENT

GLOBAL INDUSTRY ENVIRONMENT

SOURCES

Summary 2 Research Sources

## I would like to order

Product name: Mobile E-Commerce in Portugal

Product link: <https://marketpublishers.com/r/MB20A6722683EN.html>

Price: US\$ 990.00 (Single User License / Electronic Delivery)

If you want to order Corporate License or Hard Copy, please, contact our Customer Service:

[info@marketpublishers.com](mailto:info@marketpublishers.com)

## Payment

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click button on product page <https://marketpublishers.com/r/MB20A6722683EN.html>

To pay by Wire Transfer, please, fill in your contact details in the form below:

First name:  
Last name:  
Email:  
Company:  
Address:  
City:  
Zip code:  
Country:  
Tel:  
Fax:  
Your message:

**\*\*All fields are required**

Customer signature \_\_\_\_\_

Please, note that by ordering from marketpublishers.com you are agreeing to our Terms & Conditions at <https://marketpublishers.com/docs/terms.html>

To place an order via fax simply print this form, fill in the information below and fax the completed form to +44 20 7900 3970