

Mobile Internet Retailing in Portugal

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Date: January 2019

Pages: 40

Price: US\$ 990.00 (Single User License)

ID: M0BF3ADAD33EN

Abstracts

Increasing internet access and the widespread penetration of smartphones have brought major changes in the way consumers communicate with each other, conduct business transactions and interact with brands and companies. The purchasing experience is becoming increasingly important, challenging players to offer a more personalised, efficient and seamless service across all channels. At the same time, consumers are increasingly favouring the use of mobile devices thanks to a rising number of apps a...

Euromonitor International's Mobile Internet Retailing 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 Internet Retailing 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

Headlines

Prospects

M-commerce Continues To Account for An Increasing Share of Online Sales

M-commerce Set To Further Evolve

Competitive Landscape

Sonae Launches the Smart Continente App

Intensifying Competition Drives Investment in the Channel

Channel Data

Table 1 Mobile Internet Retailing: Value 2013-2018

Table 2 Mobile Internet Retailing: % Value Growth 2013-2018

Table 3 Mobile Internet Retailing Forecasts: Value 2018-2023

Table 4 Mobile Internet Retailing Forecasts: % Value Growth 2018-2023

Executive Summary

Positive Economic Climate Supports Retail Sales

the Focus on Proximity Becomes A Major Trend

Digital Revolution Helps To Drive Sales

Increasing Competition Serves To Drive Innovation

Future Growth To Be Supported by A Positive Economic Outlook

Operating Environment

Informal Retailing

Opening Hours

Summary 1 Standard Opening Hours by Channel Type

Physical Retail Landscape

Cash and Carry

Table 5 Cash and Carry Sales: Value

Seasonality

Payments and Delivery

Emerging Business Models

Market Data

Table 6 Sales in Retailing by Store-based vs Non-Store: Value 2013-2018

Table 7 Sales in Retailing by Store-based vs Non-Store: % Value Growth 2013-2018

Table 8 Sales in Store-based Retailing by Channel: Value 2013-2018

Table 9 Sales in Store-based Retailing by Channel: % Value Growth 2013-2018

Table 10 Store-based Retailing Outlets by Channel: Units 2013-2018

Table 11 Store-based Retailing Outlets by Channel: % Unit Growth 2013-2018

Table 12 Sales in Non-Store Retailing by Channel: Value 2013-2018

Table 13 Sales in Non-Store Retailing by Channel: % Value Growth 2013-2018

Table 14 Grocery Retailers: Value Sales, Outlets and Selling Space 2013-2018

Table 15 Grocery Retailers: Value Sales, Outlets and Selling Space: % Growth 2013-2018

Table 16 Sales in Grocery Retailers by Channel: Value 2013-2018

Table 17 Sales in Grocery Retailers by Channel: % Value Growth 2013-2018

Table 18 Grocery Retailers Outlets by Channel: Units 2013-2018

Table 19 Grocery Retailers Outlets by Channel: % Unit Growth 2013-2018

Table 20 Non-Grocery Specialists: Value Sales, Outlets and Selling Space 2013-2018

Table 21 Non-Grocery Specialists: Value Sales, Outlets and Selling Space: % Growth 2013-2018

Table 22 Sales in Non-Grocery Specialists by Channel: Value 2013-2018

Table 23 Sales in Non-Grocery Specialists by Channel: % Value Growth 2013-2018

Table 24 Non-Grocery Specialists Outlets by Channel: Units 2013-2018

Table 25 Non-Grocery Specialists Outlets by Channel: % Unit Growth 2013-2018

Table 26 Mixed Retailers: Value Sales, Outlets and Selling Space 2013-2018

Table 27 Mixed Retailers: Value Sales, Outlets and Selling Space: % Growth 2013-2018

Table 28 Sales in Mixed Retailers by Channel: Value 2013-2018

Table 29 Sales in Mixed Retailers by Channel: % Value Growth 2013-2018

Table 30 Mixed Retailers Outlets by Channel: Units 2013-2018

Table 31 Mixed Retailers Outlets by Channel: % Unit Growth 2013-2018

Table 32 Retailing GBO Company Shares: % Value 2014-2018

Table 33 Retailing GBN Brand Shares: % Value 2015-2018

Table 34 Store-based Retailing GBO Company Shares: % Value 2014-2018

Table 35 Store-based Retailing GBN Brand Shares: % Value 2015-2018

Table 36 Store-based Retailing LBN Brand Shares: Outlets 2015-2018

Table 37 Non-Store Retailing GBO Company Shares: % Value 2014-2018

Table 38 Non-Store Retailing GBN Brand Shares: % Value 2015-2018

Table 39 Grocery Retailers GBO Company Shares: % Value 2014-2018

Table 40 Grocery Retailers GBN Brand Shares: % Value 2015-2018

Table 41 Grocery Retailers LBN Brand Shares: Outlets 2015-2018

Table 42 Grocery Retailers LBN Brand Shares: Selling Space 2015-2018

Table 43 Non-Grocery Specialists GBO Company Shares: % Value 2014-2018

Table 44 Non-Grocery Specialists GBN Brand Shares: % Value 2015-2018

Table 45 Non-Grocery Specialists LBN Brand Shares: Outlets 2015-2018

Table 46 Non-Grocery Specialists LBN Brand Shares: Selling Space 2015-2018

Table 47 Mixed Retailers GBO Company Shares: % Value 2014-2018

Table 48 Mixed Retailers GBN Brand Shares: % Value 2015-2018

Table 49 Mixed Retailers LBN Brand Shares: Outlets 2015-2018

- Table 50 Mixed Retailers LBN Brand Shares: Selling Space 2015-2018
- Table 51 Forecast Sales in Retailing by Store-based vs Non-Store: Value 2018-2023
- Table 52 Forecast Sales in Retailing by Store-based vs Non-Store: % Value Growth 2018-2023
- Table 53 Forecast Sales in Store-based Retailing by Channel: Value 2018-2023
- Table 54 Forecast Sales in Store-based Retailing by Channel: % Value Growth 2018-2023
- Table 55 Forecast Store-based Retailing Outlets by Channel: Units 2018-2023
- Table 56 Forecast Store-Based Retailing Outlets by Channel: % Unit Growth 2018-2023
- Table 57 Forecast Sales in Non-Store Retailing by Channel: Value 2018-2023
- Table 58 Forecast Sales in Non-Store Retailing by Channel: % Value Growth 2018-2023
- Table 59 Grocery Retailers Forecasts: Value Sales, Outlets and Selling Space 2018-2023
- Table 60 Grocery Retailers Forecasts: Value Sales, Outlets and Selling Space: % Growth 2018-2023
- Table 61 Forecast Sales in Grocery Retailers by Channel: Value 2018-2023
- Table 62 Forecast Sales in Grocery Retailers by Channel: % Value Growth 2018-2023
- Table 63 Forecast Grocery Retailers Outlets by Channel: Units 2018-2023
- Table 64 Forecast Grocery Retailers Outlets by Channel: % Unit Growth 2018-2023
- Table 65 Non-Grocery Specialists Forecasts: Value Sales, Outlets and Selling Space 2018-2023
- Table 66 Non-Grocery Specialists Forecasts: Value Sales, Outlets and Selling Space: % Growth 2018-2023
- Table 67 Forecast Sales in Non-Grocery Specialists by Channel: Value 2018-2023
- Table 68 Forecast Sales in Non-Grocery Specialists by Channel: % Value Growth 2018-2023
- Table 69 Forecast Non-Grocery Specialists Outlets by Channel: Units 2018-2023
- Table 70 Forecast Non-Grocery Specialists Outlets by Channel: % Unit Growth 2018-2023
- Table 71 Mixed Retailers Forecasts: Value Sales, Outlets and Selling Space 2018-2023
- Table 72 Mixed Retailers Forecasts: Value Sales, Outlets and Selling Space: % Growth 2018-2023
- Table 73 Forecast Sales in Mixed Retailers by Channel: Value 2018-2023
- Table 74 Forecast Sales in Mixed Retailers by Channel: % Value Growth 2018-2023
- Table 75 Forecast Mixed Retailers Outlets by Channel: Units 2018-2023
- Table 76 Forecast Mixed Retailers Outlets by Channel: % Unit Growth 2018-2023

Definitions

Sources

Summary 2 Research Sources

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