

# Small Kitchen Appliances (Non-Cooking) in Portugal

<https://marketpublishers.com/r/S58A3C308F6EN.html>

Date: March 2016

Pages: 38

Price: US\$ 990.00 (Single User License)

ID: S58A3C308F6EN

## Abstracts

Small kitchen appliances (non-cooking), which includes less essential categories, suffered strong declines during the worst years of the recession. The slow recovery which is now being seen has not been enough to compensate for the decline seen over the review period. However, positive news about the economic situation in Portugal stimulated consumers' confidence and led to higher purchases in some categories in small kitchen appliances (non-cooking) in 2015.

Euromonitor International's Small Kitchen Appliances (Non-Cooking) 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.

**Product coverage:** Coffee Mills, Kettles, Other Small Kitchen Appliances (Non-Cooking).

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

## Why buy this report?

Get a detailed picture of the Small Kitchen Appliances (Non-Cooking) 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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