

Consumer Electronics in Portugal

<https://marketpublishers.com/r/CB7086EBCF0EN.html>

Date: March 2020

Pages: 34

Price: US\$ 350.00 (Single User License)

ID: CB7086EBCF0EN

Abstracts

Consumer Electronics in Portugal

SUMMARY

Consumer Electronics in Portugal industry profile provides top-line qualitative and quantitative summary information including: market size (value 2014-18, and forecast to 2023). The profile also contains descriptions of the leading players including key financial metrics and analysis of competitive pressures within the market.

KEY HIGHLIGHTS

The Electrical and Electronics Retail market is comprised of the sales of communications equipment, computer hardware and software, consumer electronics, household appliances, and photographic equipment. Communications equipment includes retail sales only of answer machines, fax machines, fixed-line telephones, mobile phone accessories and mobile phones. Computer hardware and software includes retail sales only of desktops and laptop computers, software, memory sticks, CD packs, hard disks and other data storage devices, computer peripherals, PDAs, organizers, calculators, and satellite navigation systems. Consumer electronics includes retail sales of CD players, DVD players and recorders, hi-fi systems, home theatres, in-car entertainment systems, portable digital radios, radios, televisions and video recorders, home use and portable games consoles. Household appliances includes major domestic appliances (air conditioners, dishwashers, dryers, freezers, hobs and extractors, microwave ovens, refrigerators, stoves, vacuum cleaners and washing machines) plus minor domestic appliances (blenders, coffee machines, deep fryers, food processors, grills, hair products, hair trimmers, curling tongs, razors, hand-held mixers, irons, juicers, kettles, stand

mixers, toasters, sun lamps and fans). Photographic equipment includes camcorders, cameras, projectors, camera and camcorder accessories, binoculars and telescopes. The market is valued at retail selling price (RSP) with any currency conversions calculated using constant 2018 annual average exchange rates.

The Portuguese consumer electronics market had total revenues of \$3.9bn in 2018, representing a compound annual growth rate (CAGR) of 5.3% between 2014 and 2018.

The household appliances segment was the market's most lucrative in 2018, with total revenues of \$1.5bn, equivalent to 37.9% of the market's overall value.

A strong increase in the rate of homeownership during 2014-2017 saw the household appliances segment prosper. Although it cooled slightly in 2018, the segment still has the largest market share of any in this report, at 37.9%.

SCOPE

Save time carrying out entry-level research by identifying the size, growth, major segments, and leading players in the consumer electronics market in Portugal

Use the Five Forces analysis to determine the competitive intensity and therefore attractiveness of the consumer electronics market in Portugal

Leading company profiles reveal details of key consumer electronics market players' global operations and financial performance

Add weight to presentations and pitches by understanding the future growth prospects of the Portugal consumer electronics market with five year forecasts

REASONS TO BUY

What was the size of the Portugal consumer electronics market by value in 2018?

What will be the size of the Portugal consumer electronics market in 2023?

What factors are affecting the strength of competition in the Portugal consumer electronics market?

How has the market performed over the last five years?

What are the main segments that make up Portugal's consumer electronics market?

Contents

1 EXECUTIVE SUMMARY

- 1.1. Market value
- 1.2. Market value forecast
- 1.3. Category segmentation
- 1.4. Geography segmentation
- 1.5. Market rivalry
- 1.6. Competitive Landscape

2 MARKET OVERVIEW

- 2.1. Market definition
- 2.2. Market analysis

3 MARKET DATA

- 3.1. Market value

4 MARKET SEGMENTATION

- 4.1. Category segmentation
- 4.2. Geography segmentation
- 4.3. Market distribution

5 MARKET OUTLOOK

- 5.1. Market value forecast

6 FIVE FORCES ANALYSIS

- 6.1. Summary
- 6.2. Buyer power
- 6.3. Supplier power
- 6.4. New entrants
- 6.5. Threat of substitutes
- 6.6. Degree of rivalry

7 COMPETITIVE LANDSCAPE

- 7.1. Who are the leading players?
- 7.2. How is ecommerce shaping leading players' strategies?

8 COMPANY PROFILES

- 8.1. Sonae Industria, SGPS, S.A.
- 8.2. Euronics International BV

9 MACROECONOMIC INDICATORS

- 9.1. Country data

10 APPENDIX

- 10.1. Methodology
- 10.2. Industry associations
- 10.3. Related MarketLine research
- 10.4. About MarketLine

List Of Tables

LIST OF TABLES

- Table 1: Portugal consumer electronics market value: \$ million, 2014-18
- Table 2: Portugal consumer electronics market category segmentation: \$ million, 2018
- Table 3: Portugal consumer electronics market geography segmentation: \$ million, 2018
- Table 4: Portugal consumer electronics market distribution: % share, by value, 2018
- Table 5: Portugal consumer electronics market value forecast: \$ million, 2018-23
- Table 6: Sonae Industria, SGPS, S.A.: key facts
- Table 7: Sonae Industria, SGPS, S.A.: Annual Financial Ratios
- Table 8: Sonae Industria, SGPS, S.A.: Key Employees
- Table 9: Euronics International BV: key facts
- Table 10: Euronics International BV: Key Employees
- Table 11: Portugal size of population (million), 2014-18
- Table 12: Portugal gdp (constant 2005 prices, \$ billion), 2014-18
- Table 13: Portugal gdp (current prices, \$ billion), 2014-18
- Table 14: Portugal inflation, 2014-18
- Table 15: Portugal consumer price index (absolute), 2014-18
- Table 16: Portugal exchange rate, 2014-18

List Of Figures

LIST OF FIGURES

Figure 1: Portugal consumer electronics market value: \$ million, 2014-18

Figure 2: Portugal consumer electronics market category segmentation: % share, by value, 2018

Figure 3: Portugal consumer electronics market geography segmentation: % share, by value, 2018

Figure 4: Portugal consumer electronics market distribution: % share, by value, 2018

Figure 5: Portugal consumer electronics market value forecast: \$ million, 2018-23

Figure 6: Forces driving competition in the consumer electronics market in Portugal, 2018

Figure 7: Drivers of buyer power in the consumer electronics market in Portugal, 2018

Figure 8: Drivers of supplier power in the consumer electronics market in Portugal, 2018

Figure 9: Factors influencing the likelihood of new entrants in the consumer electronics market in Portugal, 2018

Figure 10: Factors influencing the threat of substitutes in the consumer electronics market in Portugal, 2018

Figure 11: Drivers of degree of rivalry in the consumer electronics market in Portugal, 2018

I would like to order

Product name: Consumer Electronics in Portugal

Product link: <https://marketpublishers.com/r/CB7086EBCF0EN.html>

Price: US\$ 350.00 (Single User License / Electronic Delivery)

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

info@marketpublishers.com

Payment

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click button on product page <https://marketpublishers.com/r/CB7086EBCF0EN.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