

Consumer Electronics Retail in Portugal - Market Summary, Competitive Analysis and Forecast to 2025

<https://marketpublishers.com/r/C336A14518EAEN.html>

Date: August 2021

Pages: 34

Price: US\$ 350.00 (Single User License)

ID: C336A14518EAEN

Abstracts

Consumer Electronics Retail in Portugal - Market Summary, Competitive Analysis and Forecast to 2025

SUMMARY

Consumer Electronics Retail in Portugal industry profile provides top-line qualitative and quantitative summary information including: market share, market size (value and volume 2016-20, and forecast to 2025). The profile also contains descriptions of the leading players including key financial metrics and analysis of competitive pressures within the market.

KEY HIGHLIGHTS

The Consumer 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. All market data and forecasts are represented as a consumer expenditure in retailers which includes sales taxes (e.g. VAT) and figures presented are in nominal terms (i.e., without adjustment for inflation) and all currency conversions used in the creation of this report have been calculated using constant 2020 annual average exchange rates.

The Portuguese consumer electronics market had total revenues of \$4.0bn in 2020, representing a compound annual growth rate (CAGR) of 4.6% between 2016 and 2020.

Electrical and electronics specialists account for the largest proportion of sales in the Portuguese consumer electronics market in 2020, sales through this channel generated \$2.3bn, equivalent to 58.4% of the market's overall value.

Household appliances is the best prospect in this market, but mobile phones and the wider communications equipment are also significant.

SCOPE

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

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

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

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

REASONS TO BUY

What was the size of the Portugal consumer electronics retail market by value in 2020?

What will be the size of the Portugal consumer electronics retail market in 2025?

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

How has the market performed over the last five years?

Who are the top competitors in Portugal's consumer electronics retail 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 e-commerce shaping leading players' strategies?
- 7.3. How has the COVID-19 pandemic affected leading players?

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 retail market value: \$ million, 2016-20
- Table 2: Portugal consumer electronics retail market category segmentation: \$ million, 2020
- Table 3: Portugal consumer electronics retail market geography segmentation: \$ million, 2020
- Table 4: Portugal consumer electronics retail market distribution: % share, by value, 2020
- Table 5: Portugal consumer electronics retail market value forecast: \$ million, 2020-25
- Table 6: Sonae Industria, SGPS, S.A.: key facts
- Table 7: Sonae Industria, SGPS, S.A.: Key Employees
- Table 8: Euronics International BV: key facts
- Table 9: Euronics International BV: Key Employees
- Table 10: Portugal size of population (million), 2016-20
- Table 11: Portugal gdp (constant 2005 prices, \$ billion), 2016-20
- Table 12: Portugal gdp (current prices, \$ billion), 2016-20
- Table 13: Portugal inflation, 2016-20
- Table 14: Portugal consumer price index (absolute), 2016-20
- Table 15: Portugal exchange rate, 2016-20

List Of Figures

LIST OF FIGURES

Figure 1: Portugal consumer electronics retail market value: \$ million, 2016-20

Figure 2: Portugal consumer electronics retail market category segmentation: % share, by value, 2020

Figure 3: Portugal consumer electronics retail market geography segmentation: % share, by value, 2020

Figure 4: Portugal consumer electronics retail market distribution: % share, by value, 2020

Figure 5: Portugal consumer electronics retail market value forecast: \$ million, 2020-25

Figure 6: Forces driving competition in the consumer electronics retail market in Portugal, 2020

Figure 7: Drivers of buyer power in the consumer electronics retail market in Portugal, 2020

Figure 8: Drivers of supplier power in the consumer electronics retail market in Portugal, 2020

Figure 9: Factors influencing the likelihood of new entrants in the consumer electronics retail market in Portugal, 2020

Figure 10: Factors influencing the threat of substitutes in the consumer electronics retail market in Portugal, 2020

Figure 11: Drivers of degree of rivalry in the consumer electronics retail market in Portugal, 2020

I would like to order

Product name: Consumer Electronics Retail in Portugal - Market Summary, Competitive Analysis and Forecast to 2025

Product link: <https://marketpublishers.com/r/C336A14518EAEN.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/C336A14518EAEN.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

