

# Consumer Electronics Retail in Portugal

<https://marketpublishers.com/r/CBB7E450D5F6EN.html>

Date: August 2024

Pages: 38

Price: US\$ 350.00 (Single User License)

ID: CBB7E450D5F6EN

## Abstracts

### Consumer Electronics Retail in Portugal

#### Summary

Consumer Electronics Retail in Portugal industry profile provides top-line qualitative and quantitative summary information including: market share, market size (value and volume 2018-23, and forecast to 2028). 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 comprises the sales of communications equipment, computer hardware and software, consumer electronics, household appliances, and photographic equipment. The market value represents the retail sales value of consumer electronics.

The Portuguese consumer electronics retail market recorded revenues of \$4.8 billion in 2023, representing a compound annual growth rate (CAGR) of 3.8% between 2018 and 2023.

The household appliances segment accounted for the market's largest proportion in 2023, with total revenues of \$1.8 billion, equivalent to 37.9% of the market's overall value.

In 2023, the Portuguese consumer electronics retail market recorded an annual growth of 6.1% due to the increase in penetration of personal computers for work, education, and entertainment supported market growth. According to the

Organization for Economic Co-operation and Development (OECD), in 2023, households with personal computers in Portugal reached 3.0 million, up 0.5% annually.

## Scope

Save time carrying out entry-level research by identifying the size, growth, 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 2023?

What will be the size of the Portugal consumer electronics retail market in 2028?

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. What are the strategies of the leading players?
- 7.3. What are the strengths of the leading players?

## **8 COMPANY PROFILES**

- 8.1. Sonae SGPS SA
- 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, 2018-23

Table 2: Portugal consumer electronics retail market category segmentation: % share, by value, 2018-23

Table 3: Portugal consumer electronics retail market category segmentation: \$ million, 2018-23

Table 4: Portugal consumer electronics retail market geography segmentation: \$ million, 2023

Table 5: Portugal consumer electronics retail market distribution: % share, by value, 2023

Table 6: Portugal consumer electronics retail market value forecast: \$ million, 2023-28

Table 7: Sonae SGPS SA: key facts

Table 8: Sonae SGPS SA: Annual Financial Ratios

Table 9: Sonae SGPS SA: Key Employees

Table 10: Euronics International BV: key facts

Table 11: Euronics International BV: Key Employees

Table 12: Portugal Size of Population (million), 2019-23

Table 13: Portugal real GDP (Constant 2010 Prices, \$ billion), 2019-23

Table 14: Portugal GDP (Current Prices, \$ Billion), 2019-23

Table 15: Portugal Inflation, 2019-23

Table 16: Portugal Consumer Price Index (Absolute), 2019-23

Table 17: Portugal exchange rate, 2018-23

## List Of Figures

### LIST OF FIGURES

Figure 1: Portugal consumer electronics retail market value: \$ million, 2018-23

Figure 2: Portugal consumer electronics retail market category segmentation: \$ million, 2018-23

Figure 3: Portugal consumer electronics retail market geography segmentation: % share, by value, 2023

Figure 4: Portugal consumer electronics retail market distribution: % share, by value, 2023

Figure 5: Portugal consumer electronics retail market value forecast: \$ million, 2023-28

Figure 6: Forces driving competition in the consumer electronics retail market in Portugal, 2023

Figure 7: Drivers of buyer power in the consumer electronics retail market in Portugal, 2023

Figure 8: Drivers of supplier power in the consumer electronics retail market in Portugal, 2023

Figure 9: Factors influencing the likelihood of new entrants in the consumer electronics retail market in Portugal, 2023

Figure 10: Factors influencing the threat of substitutes in the consumer electronics retail market in Portugal, 2023

Figure 11: Drivers of degree of rivalry in the consumer electronics retail market in Portugal, 2023

## I would like to order

Product name: Consumer Electronics Retail in Portugal

Product link: <https://marketpublishers.com/r/CBB7E450D5F6EN.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](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/CBB7E450D5F6EN.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