

# Retail E-Commerce in Portugal

March 2024

Table of Contents

## KEY DATA FINDINGS

### 2023 DEVELOPMENTS

Retail e-commerce rises, however, growth slows as consumers shop offline  
Grocery retailer's online sales decline as households migrate back to stores  
Strong competition as Shein, Temu and AliExpress continue to thrive

### PROSPECTS AND OPPORTUNITIES

Marketplaces boost growth for e-commerce over the forecast period  
Convenience, delivery and quick commerce aid growth on the landscape  
Social commerce benefits from consumers' rising use of social media platforms

### CHANNEL DATA

- Table 1 - Retail E-Commerce by Channel: Value 2017-2022
- Table 2 - Retail E-Commerce by Channel: % Value Growth 2017-2022
- Table 3 - Retail E-Commerce by Product: Value 2017-2022
- Table 4 - Retail E-Commerce by Product: % Value Growth 2017-2022
- Table 5 - Retail E-Commerce GBO Company Shares: % Value 2018-2022
- Table 6 - Retail E-Commerce GBN Brand Shares: % Value 2019-2022
- Table 7 - Forecast Retail E-Commerce by Channel: Value 2022-2027
- Table 8 - Forecast Retail E-Commerce by Channel: % Value Growth 2022-2027
- Table 9 - Forecast Retail E-Commerce by Product: Value 2022-2027
- Table 10 - Forecast Retail E-Commerce by Product: % Value Growth 2022-2027

## [Retail in Portugal - Industry Overview](#)

### EXECUTIVE SUMMARY

Retail in 2023: The big picture  
Omnichannel: a unique online and physical experience  
How stores layouts are changing in Portugal  
What next for retail?

### OPERATING ENVIRONMENT

Informal retail  
Opening hours for physical retail  
**Summary 1** - Standard Opening Hours by Channel Type 2023  
Seasonality  
Christmas  
Back to School  
Easter

### MARKET DATA

- Table 11 - Sales in Retail by Retail Offline vs Retail E-Commerce: Value 2018-2023
- Table 12 - Sales in Retail by Retail Offline vs Retail E-Commerce: % Value Growth 2018-2023
- Table 13 - Sales in Retail Offline by Channel: Value 2018-2023
- Table 14 - Sales in Retail Offline by Channel: % Value Growth 2018-2023
- Table 15 - Retail Offline Outlets by Channel: Units 2018-2023
- Table 16 - Retail Offline Outlets by Channel: % Unit Growth 2018-2023
- Table 17 - Sales in Retail E-Commerce by Product: Value 2018-2023
- Table 18 - Sales in Retail E-Commerce by Product: % Value Growth 2018-2023
- Table 19 - Grocery Retailers: Value Sales, Outlets and Selling Space 2018-2023
- Table 20 - Grocery Retailers: Value Sales, Outlets and Selling Space: % Growth 2018-2023

Table 21 - Sales in Grocery Retailers by Channel: Value 2018-2023  
Table 22 - Sales in Grocery Retailers by Channel: % Value Growth 2018-2023  
Table 23 - Grocery Retailers Outlets by Channel: Units 2018-2023  
Table 24 - Grocery Retailers Outlets by Channel: % Unit Growth 2018-2023  
Table 25 - Non-Grocery Retailers: Value Sales, Outlets and Selling Space 2018-2023  
Table 26 - Non-Grocery Retailers: Value Sales, Outlets and Selling Space: % Growth 2018-2023  
Table 27 - Sales in Non-Grocery Retailers by Channel: Value 2018-2023  
Table 28 - Sales in Non-Grocery Retailers by Channel: % Value Growth 2018-2023  
Table 29 - Non-Grocery Retailers Outlets by Channel: Units 2018-2023  
Table 30 - Non-Grocery Retailers Outlets by Channel: % Unit Growth 2018-2023  
Table 31 - Retail GBO Company Shares: % Value 2019-2023  
Table 32 - Retail GBN Brand Shares: % Value 2020-2023  
Table 33 - Retail Offline GBO Company Shares: % Value 2019-2023  
Table 34 - Retail Offline GBN Brand Shares: % Value 2020-2023  
Table 35 - Retail Offline LBN Brand Shares: Outlets 2020-2023  
Table 36 - Retail E-Commerce GBO Company Shares: % Value 2019-2023  
Table 37 - Retail E-Commerce GBN Brand Shares: % Value 2020-2023  
Table 38 - Grocery Retailers GBO Company Shares: % Value 2019-2023  
Table 39 - Grocery Retailers GBN Brand Shares: % Value 2020-2023  
Table 40 - Grocery Retailers LBN Brand Shares: Outlets 2020-2023  
Table 41 - Non-Grocery Retailers GBO Company Shares: % Value 2019-2023  
Table 42 - Non-Grocery Retailers GBN Brand Shares: % Value 2020-2023  
Table 43 - Non-Grocery Retailers LBN Brand Shares: Outlets 2020-2023  
Table 44 - Forecast Sales in Retail by Retail Offline vs Retail E-Commerce: Value 2023-2028  
Table 45 - Forecast Sales in Retail by Retail Offline vs Retail E-Commerce: % Value Growth 2023-2028  
Table 46 - Forecast Sales in Retail Offline by Channel: Value 2023-2028  
Table 47 - Forecast Sales in Retail Offline by Channel: % Value Growth 2023-2028  
Table 48 - Forecast Retail Offline Outlets by Channel: Units 2023-2028  
Table 49 - Forecast Retail Offline Outlets by Channel: % Unit Growth 2023-2028  
Table 50 - Forecast Sales in Retail E-Commerce by Product: Value 2023-2028  
Table 51 - Forecast Sales in Retail E-Commerce by Product: % Value Growth 2023-2028  
Table 52 - Grocery Retailers Forecasts: Value Sales, Outlets and Selling Space 2023-2028  
Table 53 - Grocery Retailers Forecasts: Value Sales, Outlets and Selling Space: % Growth 2023-2028  
Table 54 - Forecast Sales in Grocery Retailers by Channel: Value 2023-2028  
Table 55 - Forecast Sales in Grocery Retailers by Channel: % Value Growth 2023-2028  
Table 56 - Forecast Grocery Retailers Outlets by Channel: Units 2023-2028  
Table 57 - Forecast Grocery Retailers Outlets by Channel: % Unit Growth 2023-2028  
Table 58 - Non-Grocery Retailers Forecasts: Value Sales, Outlets and Selling Space 2023-2028  
Table 59 - Non-Grocery Retailers Forecasts: Value Sales, Outlets and Selling Space: % Growth 2023-2028  
Table 60 - Forecast Sales in Non-Grocery Retailers by Channel: Value 2023-2028  
Table 61 - Forecast Sales in Non-Grocery Retailers by Channel: % Value Growth 2023-2028  
Table 62 - Forecast Non-Grocery Retailers Outlets by Channel: Units 2023-2028  
Table 63 - Forecast Non-Grocery Retailers Outlets by Channel: % Unit Growth 2023-2028

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## SOURCES

Summary 2 - Research Sources

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