

# Retail E-Commerce in Portugal

March 2024

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### 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

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