



Euromonitor  
International

# Retail in Portugal

July 2026

Table of Contents

## EXECUTIVE SUMMARY

Online Marketplace Platforms Reshape Value Dynamics While Convenience Retailers Enjoy Burgeoning Appeal

## KEY DATA INSIGHTS

### KEY INDUSTRY TRENDS

Chart 1 - Key Industry Trends for Retail

### INDUSTRY PERFORMANCE

Online Marketplace Platforms Reshape Value Dynamics While Convenience Retailers Enjoy Burgeoning Appeal

Uber Direct and Leroy Merlin Drive Convenience as a Loyalty Benchmark

Chart 2 - Uber Direct and Leroy Merlin's Delivery Partnership

Chart 3 - Value Sales 2020-2030

Chart 4 - Value Sales by Category 2025

### WHAT'S NEXT?

Rise of E-Commerce and Circularity to Redefine Shopping Experiences

Chart 5 - Analyst Insight for Retail

Grocery Retailers to Leverage Competitive Pricing and Convenience to Drive Strong Growth

Chart 6 - Forecast Value Sales 2020-2030

Chart 7 - Forecast Value Sales by Category 2025-2030

### COMPETITIVE LANDSCAPE

Modelo Continente Hipermercados Strengthens Position through Omnichannel Integration and Customer Engagement

Chart 8 - Continente Modelo Opens World's Largest Smart Store

Retail Innovation Is a Key Competitive Tool

Chart 9 - Mango Releases Mango Stylist

Chart 10 - Company Shares 2025

Chart 11 - Brand Shares 2025

### OPERATING ENVIRONMENT

Informal Retail

Opening Hours for Physical Retail

Chart 12 - Standard Opening Hours by Channel Type 2025

Seasonality

Black Friday

Christmas

Back to School

Easter

### ECONOMIC CONTEXT

Chart 13 - Economic Context for Retail

Chart 14 - Real Gdp Growth 2020-2030

Chart 15 - Inflation 2020-2030

### CONSUMER CONTEXT

Chart 16 - Consumer Context for Retail

Chart 17 - Population 2020-2030

Chart 18 - Population by Generation 2025

### COUNTRY REPORTS DISCLAIMER

## Convenience Retailers in Portugal

### KEY DATA INSIGHTS

#### 2025 DEVELOPMENTS

Convenience Retailers Summary

### KEY INDUSTRY TRENDS

Chart 19 - Key Industry Trends for Convenience Retailers

### INDUSTRY PERFORMANCE

Auchan Accelerates Convenience Stores' Ascent through Minipreço Integration

Chart 20 - Auchan Integrates Minipreço into the My Auchan Network

Proximity and Digital Trends Reshape Consumers' Expectations

Chart 21 - Q-commerce Expands Convenience Retail Reach

Chart 22 - Value Sales 2020-2030

Chart 23 - Value Sales by Category 2025

### WHAT'S NEXT?

Neighbourhood Store Consolidation Drives Proximity Gains

Chart 24 - Analyst Insight for Convenience Retailers

Digital Engagement and Efficiency Models Reshape Profitability for Small Formats

Chart 25 - Forecast Value Sales 2020-2030

Chart 26 - Forecast Value Sales by Category 2025-2030

### COMPETITIVE LANDSCAPE

Auchan Leaps into the Lead with a Major Acquisition

Chart 27 - Company Shares 2025

Chart 28 - Brand Shares 2025

### ECONOMIC CONTEXT

Chart 29 - Economic Context for Convenience Retailers

Chart 30 - Real Gdp Growth 2020-2030

Chart 31 - Inflation 2020-2030

### CONSUMER CONTEXT

Chart 32 - Consumer Context for Convenience Retailers

Chart 33 - Population 2020-2030

Chart 34 - Population by Generation 2025

### COUNTRY REPORTS DISCLAIMER

## Supermarkets in Portugal

### KEY DATA INSIGHTS

#### 2025 DEVELOPMENTS

Supermarkets Summary

### KEY INDUSTRY TRENDS

Chart 35 - Key Industry Trends for Supermarkets

### INDUSTRY PERFORMANCE

Economic and Demographic Trends Impact Channel Development

Strategic Expansion and Ai-Powered Operational Innovation Add Dynamism to Supermarkets

Chart 36 - Continente Modelo Sets the Pace for AI Adoption in Grocery Retail

Chart 37 - Value Sales 2020-2030

## WHAT'S NEXT?

Smaller Formats to Drive Growth Opportunities as Price Focus Intensifies

Chart 38 - Analyst Insight for Supermarkets

Retailers to Accelerate Automation and Personalisation to Sustain Margins

Chart 39 - Forecast Value Sales 2020-2030

## COMPETITIVE LANDSCAPE

Mercadona Emerges as a Strong Challenger as Pingo Doce Defends Its Leadership

Chart 40 - Mercadona's Expansion in 2025

Chart 41 - Company Shares 2025

Chart 42 - Brand Shares 2025

## ECONOMIC CONTEXT

Chart 43 - Economic Context for Supermarkets

Chart 44 - Real Gdp Growth 2020-2030

Chart 45 - Inflation 2020-2030

## CONSUMER CONTEXT

Chart 46 - Consumer Context for Supermarkets

Chart 47 - Population 2020-2030

Chart 48 - Population by Generation 2025

## COUNTRY REPORTS DISCLAIMER

[Hypermarkets in Portugal](#)

## KEY DATA INSIGHTS

### 2025 DEVELOPMENTS

Hypermarkets Summary

### KEY INDUSTRY TRENDS

Chart 49 - Key Industry Trends for Hypermarkets

## INDUSTRY PERFORMANCE

Slow Growth Amidst Strong Competition

Auchan Accelerates Sustainability and Community Innovation to Drive Loyalty

Chart 50 - Auchan Seeks Social Impact and Community Engagement

Chart 51 - Value Sales 2020-2030

## WHAT'S NEXT?

Maturity to Continue to Constrain Growth

Chart 52 - Analyst Insight for Hypermarkets

Operators Accelerate Automation and Digital Upgrades to Boost Efficiency

Chart 53 - Forecast Value Sales 2020-2030

## COMPETITIVE LANDSCAPE

Modelo Continente Hipermercados Strengthens Leadership through Digital and Sustainability Initiatives

Chart 54 - Company Shares 2025

Chart 55 - Brand Shares 2025

## ECONOMIC CONTEXT

Chart 56 - Economic Context for Hypermarkets

Chart 57 - Real Gdp Growth 2020-2030

Chart 58 - Inflation 2020-2030

## CONSUMER CONTEXT

Chart 59 - Consumer Context for Hypermarkets

Chart 60 - Population 2020-2030

Chart 61 - Population by Generation 2025

## COUNTRY REPORTS DISCLAIMER

### Discounters in Portugal

## KEY DATA INSIGHTS

## 2025 DEVELOPMENTS

Discounters Summary

## KEY INDUSTRY TRENDS

Chart 62 - Key Industry Trends for Discounters

## INDUSTRY PERFORMANCE

Retail Consolidation Impacts the Overall Performance of Discounters

Private Label Evolution at the Heart of Lidl's Strategy

Chart 63 - Lidl Expands Private Label Portfolio

Chart 64 - Value Sales 2020-2030

## WHAT'S NEXT?

Lidl and Aldi to Modernise Stores and Product Offers to Capture Value-Driven, yet Discerning Shoppers

Chart 65 - Forecast Value Sales 2020-2030

## COMPETITIVE LANDSCAPE

Lidl Expands Digital Convenience and Store Network to Secure Dominance

Chart 66 - Analyst Insight for Discounters

Chart 67 - Company Shares 2025

Chart 68 - Brand Shares 2025

## ECONOMIC CONTEXT

Chart 69 - Economic Context for Discounters

Chart 70 - Real Gdp Growth 2020-2030

Chart 71 - Inflation 2020-2030

## CONSUMER CONTEXT

Chart 72 - Consumer Context for Discounters

Chart 73 - Population 2020-2030

Chart 74 - Population by Generation 2025

## COUNTRY REPORTS DISCLAIMER

### Small Local Grocers in Portugal

## KEY DATA INSIGHTS

## 2025 DEVELOPMENTS

Small Local Grocers Summary

## INDUSTRY PERFORMANCE

Larger Retail Groups Leverage Technology to Capture Value-Driven Shoppers

Chart 75 - Value Sales 2020-2030

## WHAT'S NEXT?

Independent Small Local Grocers May Join Franchise Networks to Counter Modern Retail Expansion

Chart 76 - Analyst Insight for Small Local Grocers

Fresh Produce and Digital Delivery Partnerships Drive Differentiation for Survival

Chart 77 - Forecast Value Sales 2020-2030

## COMPETITIVE LANDSCAPE

Supermercados Rocha Maintains Significance in a Declining Channel

Chart 78 - Company Shares 2025

Chart 79 - Brand Shares 2025

## ECONOMIC CONTEXT

Chart 80 - Economic Context for Small Local Grocers

Chart 81 - Real Gdp Growth 2020-2030

Chart 82 - Inflation 2020-2030

## CONSUMER CONTEXT

Chart 83 - Consumer Context for Small Local Grocers

Chart 84 - Population 2020-2030

Chart 85 - Population by Generation 2025

## COUNTRY REPORTS DISCLAIMER

[General Merchandise Stores in Portugal](#)

## KEY DATA INSIGHTS

## 2025 DEVELOPMENTS

General Merchandise Stores Summary

## KEY INDUSTRY TRENDS

Chart 86 - Key Industry Trends for General Merchandise Stores

## INDUSTRY PERFORMANCE

Primaprix Enters the Fray and Intensifies the Competition

Chart 87 - Primaprix Opens First Outlet in Portugal

El Corte Inglés Reimagines the In-Store Experience for Premium Shoppers

Chart 88 - Value Sales 2020-2030

Chart 89 - Value Sales by Category 2025

## WHAT'S NEXT?

Clear Bifurcation between Variety Stores and Department Stores

Chart 90 - Analyst Insight for General Merchandise Stores

Chart 91 - Forecast Value Sales 2020-2030

Chart 92 - Forecast Value Sales by Category 2025-2030

## COMPETITIVE LANDSCAPE

Flying Tiger Copenhagen Accelerates Store Expansion While El Corte Inglés Retains the Lead

Chart 93 - Company Shares 2025

Chart 94 - Brand Shares 2025

## ECONOMIC CONTEXT

Chart 95 - Economic Context for General Merchandise Stores

Chart 96 - Real Gdp Growth 2020-2030

Chart 97 - Inflation 2020-2030

## CONSUMER CONTEXT

Chart 98 - Consumer Context for General Merchandise Stores

Chart 99 - Population 2020-2030

Chart 100 - Population by Generation 2025

## COUNTRY REPORTS DISCLAIMER

[Apparel and Footwear Specialists in Portugal](#)

## KEY DATA INSIGHTS

### 2025 DEVELOPMENTS

Apparel and Footwear Specialists Summary

### KEY INDUSTRY TRENDS

Chart 101 - Key Industry Trends for Apparel and Footwear Specialists

## INDUSTRY PERFORMANCE

Strong Transformation of Physical Retail Spaces

Chart 102 - Bershka Unveils Modular Store Concept

Low-Cost and Digital Retailing to the Fore

Chart 103 - Value Sales 2020-2030

## WHAT'S NEXT?

Consolidation Is Anticipated in a Dynamically Evolving Landscape

Chart 104 - Analyst Insight for Apparel and Footwear Specialists

New Eu Directive to Accelerate Sustainability Push

Chart 105 - Forecast Value Sales 2020-2030

## COMPETITIVE LANDSCAPE

The Top Players Invest in the Channel

Chart 106 - Lefties Opens New Flagship at UBBO

Chart 107 - Company Shares 2025

Chart 108 - Brand Shares 2025

## ECONOMIC CONTEXT

Chart 109 - Economic Context for Apparel and Footwear Specialists

Chart 110 - Real Gdp Growth 2020-2030

Chart 111 - Inflation 2020-2030

## CONSUMER CONTEXT

Chart 112 - Consumer Context for Apparel and Footwear Specialists

Chart 113 - Population 2020-2030

Chart 114 - Population by Generation 2025

## COUNTRY REPORTS DISCLAIMER

[Appliances and Electronics Specialists in Portugal](#)

## KEY DATA INSIGHTS

## 2025 DEVELOPMENTS

Appliances and Electronics Specialists Summary

### KEY INDUSTRY TRENDS

Chart 115 - Key Industry Trends for Appliances and Electronics Specialists

### INDUSTRY PERFORMANCE

Omnichannel and Loyalty Integration Amid a Polarised Demand

Sustainability Plays a Key Role in the Reconceptualisation of Physical Space

Chart 116 - Greenvolt and Rádio Popular Expand Access to Shared Solar Energy

Chart 117 - Value Sales 2020-2030

Chart 118 - Greenvolt and Rádio Popular Expand Access to Shared Solar Energy

### WHAT'S NEXT?

Worten Centralises Logistics to Accelerate Circular Supply Chains

Chart 119 - Analyst Insight for Appliances and Electronics Specialists

Ai-Powered Personalisation and M-Commerce to Redefine Customer Journeys

Chart 120 - Forecast Value Sales 2020-2030

### COMPETITIVE LANDSCAPE

Worten and Rádio Popular Consolidate Their Leading Positions as the Competitive Landscape Fragments

Chart 121 - Worten Launches New Omnichannel Loyalty Programme

Chart 122 - Company Shares 2025

Chart 123 - Brand Shares 2025

### ECONOMIC CONTEXT

Chart 124 - Economic Context for Appliances and Electronics Specialists

Chart 125 - Real Gdp Growth 2020-2030

Chart 126 - Inflation 2020-2030

### CONSUMER CONTEXT

Chart 127 - Consumer Context for Appliances and Electronics Specialists

Chart 128 - Population 2020-2030

Chart 129 - Population by Generation 2025

### COUNTRY REPORTS DISCLAIMER

[Home Products Specialists in Portugal](#)

### KEY DATA INSIGHTS

## 2025 DEVELOPMENTS

Home Products Specialists Summary

### KEY INDUSTRY TRENDS

Chart 130 - Key Industry Trends for Home Products Specialists

### INDUSTRY PERFORMANCE

Retail Consolidation as Overall Retail Value Growth Slows

Chart 131 - Gato Preto Initiates Plan Amid Financial Losses

Ikea Integrates Circular Solutions as Sustainability Becomes a Key Differentiator

Chart 132 - Value Sales 2020-2030

Chart 133 - Value Sales by Category 2025

### WHAT'S NEXT?

Category Retailers Are Required to Deal with Polarising Demand Trends

Chart 134 - Analyst Insight for Home Products Specialists

Circular, Technology and Store Expansion Initiatives to Gain Momentum

Chart 135 - Ikea Launches Preowned Marketplace

Chart 136 - Forecast Value Sales 2020-2030

Chart 137 - Forecast Value Sales by Category 2025-2030

## COMPETITIVE LANDSCAPE

Bcm - Bricolage Extends Lead as Casa Piocheur Portugal Exits

Chart 138 - Company Shares 2025

Chart 139 - Brand Shares 2025

## ECONOMIC CONTEXT

Chart 140 - Economic Context for Home Products Specialists

Chart 141 - Real Gdp Growth 2020-2030

Chart 142 - Inflation 2020-2030

## CONSUMER CONTEXT

Chart 143 - Consumer Context for Home Products Specialists

Chart 144 - Population 2020-2030

Chart 145 - Population by Generation 2025

## COUNTRY REPORTS DISCLAIMER

[Health and Beauty Specialists in Portugal](#)

## KEY DATA INSIGHTS

### 2025 DEVELOPMENTS

Health and Beauty Specialists Summary

### KEY INDUSTRY TRENDS

Chart 146 - Key Industry Trends for Health and Beauty Specialists

## INDUSTRY PERFORMANCE

Well's Launches New Premium, Sustainable Beauty Range in a Resilient Channel

Chart 147 - Well's Launches Exclusive NEUR|AÉ Line

Players Look to Experiential Locations as Benchmarks for Customer Engagement

Chart 148 - Value Sales 2020-2030

Chart 149 - Value Sales by Category 2025

## WHAT'S NEXT?

Health and Beauty Specialists to Meet the Needs and Preferences of Consumers

Chart 150 - Analyst Insight for Health and Beauty Specialists

Specialist Retailers to Invest in Omnichannel Integration and Sustainability to Remain Competitive

Chart 151 - Forecast Value Sales 2020-2030

Chart 152 - Forecast Value Sales by Category 2025-2030

## COMPETITIVE LANDSCAPE

Well's Boosts Share with Digital Innovation and Partnerships

Chart 153 - Well's Opens Largest Beauty and Wellness Flagship in Chiado, Lisbon

Chart 154 - Company Shares 2025

Chart 155 - Brand Shares 2025

## ECONOMIC CONTEXT

Chart 156 - Economic Context for Health and Beauty Specialists

Chart 157 - Real Gdp Growth 2020-2030

Chart 158 - Inflation 2020-2030

## CONSUMER CONTEXT

Chart 159 - Consumer Context for Health and Beauty Specialists

Chart 160 - Population 2020-2030

Chart 161 - Population by Generation 2025

## COUNTRY REPORTS DISCLAIMER

[Vending in Portugal](#)

## KEY DATA INSIGHTS

### 2025 DEVELOPMENTS

Vending Summary

## INDUSTRY PERFORMANCE

Tobacco Vending Retains Dominance as Foods Vending Accelerates

Chart 162 - Value Sales 2020-2030

Chart 163 - Value Sales by Category 2025

## WHAT'S NEXT?

Operators Leverage lot and Diversify Their Offer to Boost Growth Potential

Chart 164 - Forecast Value Sales 2020-2030

Chart 165 - Forecast Value Sales by Category 2025-2030

## COMPETITIVE LANDSCAPE

Midsid Secures Leadership as Medium-Sized Operators Restructure

Chart 166 - Company Shares 2025

Chart 167 - Brand Shares 2025

## ECONOMIC CONTEXT

Chart 168 - Economic Context for Vending

Chart 169 - Real Gdp Growth 2020-2030

Chart 170 - Inflation 2020-2030

## CONSUMER CONTEXT

Chart 171 - Consumer Context for Vending

Chart 172 - Population 2020-2030

Chart 173 - Population by Generation 2025

## COUNTRY REPORTS DISCLAIMER

[Direct Selling in Portugal](#)

## KEY DATA INSIGHTS

### 2025 DEVELOPMENTS

Direct Selling Summary

## KEY INDUSTRY TRENDS

Chart 174 - Key Industry Trends for Direct Selling

## INDUSTRY PERFORMANCE

Direct Selling Continues to Struggle as the Competition Intensifies From E-Commerce and Specialist Retailers

An Omnichannel Approach Is Increasingly Essential for Consumer Reach and Retention

Chart 175 - Oriflame Installs Pop-Up at UBBO

Chart 176 - Value Sales 2020-2030

Chart 177 - Value Sales by Category 2025

## WHAT'S NEXT?

Operators Pivot to Digital Platforms as Consumer Habits Evolve

Chart 178 - Analyst Insight for Direct Selling

Health and Beauty and Appliances and Electronics Players to Show Resilience through Hybrid Direct Selling Models

Chart 179 - Forecast Value Sales 2020-2030

Chart 180 - Forecast Value Sales by Category 2025-2030

## COMPETITIVE LANDSCAPE

Vorwerk Capitalises on Innovation to Strengthen Its Leadership

Chart 181 - Company Shares 2025

Chart 182 - Brand Shares 2025

## ECONOMIC CONTEXT

Chart 183 - Economic Context for Direct Selling

Chart 184 - Real Gdp Growth 2020-2030

Chart 185 - Inflation 2020-2030

## CONSUMER CONTEXT

Chart 186 - Consumer Context for Direct Selling

Chart 187 - Population 2020-2030

Chart 188 - Population by Generation 2025

## COUNTRY REPORTS DISCLAIMER

[Retail E-Commerce in Portugal](#)

## KEY DATA INSIGHTS

### 2025 DEVELOPMENTS

Retail E-Commerce Summary

### KEY INDUSTRY TRENDS

Chart 189 - Key Industry Trends for Retail E-Commerce

## INDUSTRY PERFORMANCE

Temu and Shein Reshape Price Expectations as Omnichannel Leaders Invest in Experiential Shopping

Mango Introduces Ai-Powered Stylist to Elevate Personalisation and Conversion

Chart 190 - AI-powered Mango Stylist Launches in Portugal

Pingo Doce Launches Direct E-Commerce Platform to Strengthen Fulfilment and Data Ownership

Chart 191 - Pingo Doce Releases Direct Online Platform

Chart 192 - Value Sales 2020-2030

Chart 193 - Value Sales by Category 2025

## WHAT'S NEXT?

Worten, Fnac and El Corte Inglés Raise the Bar on Fulfilment to Win Digital-First Shoppers

Ultra-Low-Cost Platforms Face Higher Costs as Regulation Levels the Playing Field for Domestic Rivals

Chart 194 - Analyst Insight for Retail E-Commerce

Mobile-First Innovation and Social Shopping Drive Personalisation and Engagement

Chart 195 - Forecast Value Sales 2020-2030

Chart 196 - Forecast Value Sales by Category 2025-2030

## COMPETITIVE LANDSCAPE

The Competitive Landscape Is Highly Fragmented and Dynamic

Chart 197 - Company Shares 2025

Chart 198 - Brand Shares 2025

## ECONOMIC CONTEXT

Chart 199 - Economic Context for Retail E-Commerce

Chart 200 - Real Gdp Growth 2020-2030

Chart 201 - Inflation 2020-2030

## CONSUMER CONTEXT

Chart 202 - Consumer Context for Retail E-Commerce

Chart 203 - Population 2020-2030

Chart 204 - Population by Generation 2025

## COUNTRY REPORTS DISCLAIMER

### About Euromonitor International

Euromonitor International is an independent market intelligence provider. Data, insight and analysis stem from in-the-field research spanning 210 national markets.

Content ranges from the in-depth and country-specific, to key strategic themes with a global range and significance. Products cover a comprehensive range of insights and market data, but can be broadly categorised as:

- **Strategy Briefings:** Global or regional in scope, and focussing on the most important themes shaping consumer demand, the key markets, competitive environment and future outlook across a range of industries.
- **Company Profiles:** Analysis dedicated to the world's most significant companies, with detailed insight into their activities, focus of operations, their competitors, their geographic presence and performance.
- **Country Reports:** For an in-depth understanding of specific countries, whether by industry, economic metrics or consumer trends and lifestyles. These reports cover current trends, consumer demand, market potential and future prospects, with country-specific local insight and comprehensive data, unavailable elsewhere.

For more information on this report, further enquiries can be directed via this link [www.euromonitor.com/retail-in-portugal/report](http://www.euromonitor.com/retail-in-portugal/report).