

General Merchandise Stores in Portugal

March 2024

Table of Contents

General Merchandise Stores in Portugal - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

Offering competitive price points benefits variety stores in 2023

El Corte Ingles retains its lead as Flying Tiger maintains its positive reputation

Variety stores grow, however, competition from e-commerce rises

PROSPECTS AND OPPORTUNITIES

General merchandise stores grow above the market average

A challenging competitive environment as e-commerce continues to grow

El Corte Ingles expands across Portugal, while improving consumer services

CHANNEL DATA

- Table 1 General Merchandise Stores: Value Sales, Outlets and Selling Space 2018-2023
- Table 2 General Merchandise Stores: Value Sales, Outlets and Selling Space: % Growth 2018-2023
- Table 3 Sales in General Merchandise Stores by Channel: Value 2018-2023
- Table 4 Sales in General Merchandise Stores by Channel: % Value Growth 2018-2023
- Table 5 General Merchandise Stores GBO Company Shares: % Value 2019-2023
- Table 6 General Merchandise Stores GBN Brand Shares: % Value 2020-2023
- Table 7 General Merchandise Stores LBN Brand Shares: Outlets 2020-2023
- Table 8 General Merchandise Stores Forecasts: Value Sales, Outlets and Selling Space 2023-2028
- Table 9 General Merchandise Stores Forecasts: Value Sales, Outlets and Selling Space: % Growth 2023-2028
- Table 10 Forecast Sales in General Merchandise Stores by Channel: Value 2023-2028
- Table 11 Forecast Sales in General Merchandise Stores by Channel: % Value Growth 2023-2028

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

- Table 21 Grocery Retailers: Value Sales, Outlets and Selling Space: % Growth 2018-2023
- Table 22 Sales in Grocery Retailers by Channel: Value 2018-2023
- Table 23 Sales in Grocery Retailers by Channel: % Value Growth 2018-2023
- Table 24 Grocery Retailers Outlets by Channel: Units 2018-2023
- Table 25 Grocery Retailers Outlets by Channel: % Unit Growth 2018-2023
- Table 26 Non-Grocery Retailers: Value Sales, Outlets and Selling Space 2018-2023
- Table 27 Non-Grocery Retailers: Value Sales, Outlets and Selling Space: % Growth 2018-2023
- Table 28 Sales in Non-Grocery Retailers by Channel: Value 2018-2023
- Table 29 Sales in Non-Grocery Retailers by Channel: % Value Growth 2018-2023
- Table 30 Non-Grocery Retailers Outlets by Channel: Units 2018-2023
- Table 31 Non-Grocery Retailers Outlets by Channel: % Unit Growth 2018-2023
- Table 32 Retail GBO Company Shares: % Value 2019-2023
- Table 33 Retail GBN Brand Shares: % Value 2020-2023
- Table 34 Retail Offline GBO Company Shares: % Value 2019-2023
- Table 35 Retail Offline GBN Brand Shares: % Value 2020-2023
- Table 36 Retail Offline LBN Brand Shares: Outlets 2020-2023
- Table 37 Retail E-Commerce GBO Company Shares: % Value 2019-2023
- Table 38 Retail E-Commerce GBN Brand Shares: % Value 2020-2023
- Table 39 Grocery Retailers GBO Company Shares: % Value 2019-2023
- Table 40 Grocery Retailers GBN Brand Shares: % Value 2020-2023
- Table 41 Grocery Retailers LBN Brand Shares: Outlets 2020-2023
- Table 42 Non-Grocery Retailers GBO Company Shares: % Value 2019-2023
- Table 43 Non-Grocery Retailers GBN Brand Shares: % Value 2020-2023
- Table 44 Non-Grocery Retailers LBN Brand Shares: Outlets 2020-2023
- Table 45 Forecast Sales in Retail by Retail Offline vs Retail E-Commerce: Value 2023-2028
- Table 46 Forecast Sales in Retail by Retail Offline vs Retail E-Commerce: % Value Growth 2023-2028
- Table 47 Forecast Sales in Retail Offline by Channel: Value 2023-2028
- Table 48 Forecast Sales in Retail Offline by Channel: % Value Growth 2023-2028
- Table 49 Forecast Retail Offline Outlets by Channel: Units 2023-2028
- Table 50 Forecast Retail Offline Outlets by Channel: % Unit Growth 2023-2028
- Table 51 Forecast Sales in Retail E-Commerce by Product: Value 2023-2028
- Table 52 Forecast Sales in Retail E-Commerce by Product: % Value Growth 2023-2028
- Table 53 Grocery Retailers Forecasts: Value Sales, Outlets and Selling Space 2023-2028
- Table 54 Grocery Retailers Forecasts: Value Sales, Outlets and Selling Space: % Growth 2023-2028
- Table 55 Forecast Sales in Grocery Retailers by Channel: Value 2023-2028
- Table 56 Forecast Sales in Grocery Retailers by Channel: % Value Growth 2023-2028
- Table 57 Forecast Grocery Retailers Outlets by Channel: Units 2023-2028
- Table 58 Forecast Grocery Retailers Outlets by Channel: % Unit Growth 2023-2028
- Table 59 Non-Grocery Retailers Forecasts: Value Sales, Outlets and Selling Space 2023-2028
- Table 60 Non-Grocery Retailers Forecasts: Value Sales, Outlets and Selling Space: % Growth 2023-2028
- Table 61 Forecast Sales in Non-Grocery Retailers by Channel: Value 2023-2028
- Table 62 Forecast Sales in Non-Grocery Retailers by Channel: % Value Growth 2023-2028
- Table 63 Forecast Non-Grocery Retailers Outlets by Channel: Units 2023-2028
- Table 64 Forecast Non-Grocery Retailers Outlets by Channel: % Unit Growth 2023-2028

DISCLAIMER

SOURCES

Summary 2 - Research Sources

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 focusing 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/general-merchandise-stores-in-portugal/report.