

MARKET REPORT



Apparel Retail in Portugal

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Apparel Retail in Portugal

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Apparel Retail in Portugal

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Summary

Apparel Retail in Portugal industry profile provides top-line qualitative and quantitative summary information including: market size (value 2014-18, and forecast to 2023). The profile also contains descriptions of the leading players including key financial metrics and analysis of competitive pressures within the market.

Key Highlights

- The apparel retail market includes baby clothing, toddler clothing and casual wear, essentials, formalwear, formalwear-occasion, and outerwear for men, women, boys and girls; excludes sports-specific clothing.
- The Portuguese apparel retail industry had total revenues of \$6.7bn in 2018, representing a compound annual growth rate (CAGR) of 3.2% between 2014 and 2018.
- The womenswear segment was the industry's most lucrative in 2018, with total revenues of \$4.0bn, equivalent to 59.1% of the industry's overall value.
- Economic recovery, coupled with growing employment and rising wages, has strengthened household consumption leading to strong growth in apparel retail sales at the start of the period.

Scope

- Save time carrying out entry-level research by identifying the size, growth, major segments, and leading players in the apparel retail market in Portugal
- Use the Five Forces analysis to determine the competitive intensity and therefore attractiveness of the apparel retail market in Portugal
- Leading company profiles reveal details of key apparel retail market players' global operations and financial performance
- Add weight to presentations and pitches by understanding the future growth prospects of the Portugal apparel retail market with five year forecasts

Reasons to Buy

- What was the size of the Portugal apparel retail market by value in 2018?
- What will be the size of the Portugal apparel retail market in 2023?
- What factors are affecting the strength of competition in the Portugal apparel retail market?
- How has the market performed over the last five years?
- What are the main segments that make up Portugal's apparel retail market?

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