

# MARKET REPORT



## Online Retail in Portugal

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# Online Retail in Portugal

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# Online Retail in Portugal

## Online Retail in Portugal

### Summary

Online 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 Online Retail market includes all sales within each category listed below, provided they take place over the internet, where the payment does not occur in-store on a later occasion. Data is included irrespective of whether the vendor is a pure-play internet company or the online offering of a bricks and mortar retailer.
- The Portuguese online retail sector generated total revenues of \$2.2bn in 2018, representing a compound annual growth rate (CAGR) of 13.7% between 2014 and 2018.
- The electrical and electronics retail segment was the sector's most lucrative in 2018, with total revenues of \$745.1m, equivalent to 34.2% of the sector's overall value.
- Portuguese smartphone adoption is 72%, according to the GSMA, showing high degree of smartphone usage. Additionally, 4G networks are becoming more common with a current penetration rate of 41% increasing opportunities for online retailers through mobile devices.

### Scope

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

### Reasons to Buy

- What was the size of the Portugal online retail market by value in 2018?
- What will be the size of the Portugal online retail market in 2023?
- What factors are affecting the strength of competition in the Portugal online retail market?
- How has the market performed over the last five years?

- What are the main segments that make up Portugal's online retail market?

## Additional Details

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