



Euromonitor  
International

# Dishwashers in Portugal

February 2026

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## Dishwashers in Portugal - Category analysis

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Mixed results in 2025 as volume sales fall but premiumisation drives value growth

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#### INDUSTRY PERFORMANCE

Economic pressures limit demand for dishwashers in 2025 while energy efficiency is a priority

Built-in dishwashers lead sales as consumers prioritise design and compact solutions

Sustainability and energy efficiency drive value sales growth

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Chart 4 - Bosch Launches Line of Compact Dishwashers for Small Kitchens

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#### WHAT'S NEXT?

Market saturation and slow population growth could present challenges to the market

Built-in dishwashers maintain dominance despite declining volume sales

Sustainability and energy efficiency concerns set to inform new product development

#### COMPETITIVE LANDSCAPE

Limited changes in the competitive landscape in 2025

No significant mergers or acquisitions and new launches

#### CHANNELS

Offline channels dominate sales despite online growth

Appliances and electronics specialists lead non-grocery retailers

No emerging retail brands or concepts to look out for in 2026

#### PRODUCTS

Compact designs drive innovation in dishwashers

Innovative features fuel value growth

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[Consumer Appliances in Portugal - Industry Overview](#)

#### EXECUTIVE SUMMARY

Premiumisation fuels value growth in the market despite lingering economic pressures

### KEY DATA FINDINGS

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Strategic acquisitions and innovations reshape market

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Appliances and electronics specialists lead offline sales

Construction and builder merchants drive growth

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