



Euromonitor
International

Consumer Appliances in Portugal

February 2026

Table of Contents

Consumer Appliances in Portugal

EXECUTIVE SUMMARY

Premiumisation fuels value growth in the market despite lingering economic pressures

KEY DATA FINDINGS

Chart 1 - Key Trends 2025

Chart 2 - Analyst Insight

INDUSTRY PERFORMANCE

Sales of consumer appliances decline in 2025 due to economic pressures

Chart 3 - Teka Launches New Line of Microwaves with Air-Fryer Function

Refrigeration appliances dominate market share with steady demand

Market focusing on new technology and sustainability

Chart 4 - Whirlpool Launches W Collection with Smart Assistance

WHAT'S NEXT?

Slowing demand and technological advancements shape future sales

Refrigeration appliances remain largest subcategory with decline expected

Home HVAC set to be the most dynamic category driven by affordability and innovation

Chart 5 - Growth Decomposition of Consumer Appliances 2024-2029

COMPETITIVE LANDSCAPE

Midea and Dyson drive growth amidst market shifts

Strategic acquisitions and innovations reshape market

CHANNELS

Appliances and electronics specialists lead offline sales

Construction and builder merchants drive growth

Retail e-commerce playing an increasingly significant role

PRODUCTS

Multi-functionality and compact design drive innovation

Sustainability and energy efficiency boosts sales

Chart 6 - Hisense Launches S7 Line with Smart Functionalities and Advanced Efficiency

ECONOMIC CONTEXT

Chart 7 - Real GDP Growth and Inflation 2020-2030

Chart 8 - PEST Analysis in Portugal 2025

CONSUMER CONTEXT

Chart 9 - Key Insights on Consumers in Portugal 2025

Chart 10 - Consumer Landscape in Portugal 2025

COUNTRY REPORTS DISCLAIMER

SOURCES

Summary 1 - Research Sources

Dishwashers in Portugal

KEY DATA FINDINGS

2025 DEVELOPMENTS

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

Chart 11 - Key Trends 2025

Chart 12 - Analyst Insight

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

Chart 13 - Miele Redefines Energy Efficiency with its New Line of Dishwashers

Chart 14 - Bosch Launches Line of Compact Dishwashers for Small Kitchens

Chart 15 - Candy launched its version Candy Rapid in built in version

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

COUNTRY REPORTS DISCLAIMER

[Home Laundry Appliances in Portugal](#)

KEY DATA FINDINGS

2025 DEVELOPMENTS

Home laundry appliances benefits from premiumisation and innovation

Chart 16 - Key Trends 2025

Chart 17 - Analyst Insight

INDUSTRY PERFORMANCE

Samsung drives growth with premium AI laundry combo

Automatic washing machines dominate sales

Automatic washer dryers shows resilience in a declining volume market

Chart 18 - Samsung launches its Premium Bespoke AI Laundry Combo in March 2025

WHAT'S NEXT?

Consumers set to prioritise premium features and sustainability as volume sales fall

Automatic washing machines will remain dominant despite projected sales decline

Energy efficiency and AI set to drive future growth and innovation

COMPETITIVE LANDSCAPE

Beko remains the overall leader but competition grows

Innovative launches and sustainability drive competition

CHANNELS

Offline retailers dominate sales of home laundry appliances

Builder merchants and construction gain share

Retail e-commerce remains popular as consumers look for convenience and value for money

PRODUCTS

Samsung launches AI-powered Laundry Combo range

Hisense and LG launch innovative and energy efficient products

Chart 19 - Hisense Launches S7 Line, with Smart Functionalities and Advanced Efficiency

Chart 20 - LG WashTower Delivers Energy Efficiency and a Space Saving Solution

COUNTRY REPORTS DISCLAIMER

[Large Cooking Appliances in Portugal](#)

KEY DATA FINDINGS

2025 DEVELOPMENTS

Premiumisation and new technology helps drive value gains as volume sales slump

Chart 21 - Key Trends 2025

Chart 22 - Analyst Insight

INDUSTRY PERFORMANCE

Premium brands drive value growth through innovation

Chart 23 - Whirlpool Launches W Collection with Smart Assistance

Brands invest in multifunctional appliances and compact designs

Dynamic growth in ovens driven by technological advancements

WHAT'S NEXT?

Midea's acquisition of Teka fuels premiumisation trend

Cooker hoods remain dominant despite volume decline

Ovens set to lead growth through technological advancements

COMPETITIVE LANDSCAPE

Competitive landscape remains consolidated despite the market becoming more polarised

Premiumisation and innovation drive market dynamics

CHANNELS

Appliances and electronics specialists drive offline sales

Retail e-commerce gains traction with consumers

No new retail concepts or collaborations expected to emerge

PRODUCTS

Whirlpool launches its W Collection in 2025

Multi-functionality and compact design trend informs new product development

Chart 24 - Teka Launches Built-In Cooker Hoods Integra with Invisible Design

Teka taps into sustainability and energy efficiency trend

Chart 25 - Haier Launches a More Advanced Oven Under its ID Line

COUNTRY REPORTS DISCLAIMER

[Microwaves in Portugal](#)

KEY DATA FINDINGS

2025 DEVELOPMENTS

Sales drop in 2025 but new innovations point toward a brighter future for microwaves

Chart 26 - Key Trends 2025

INDUSTRY PERFORMANCE

New technology and multifunctional features deliver value gains as volume sales fall

Freestanding microwaves dominate sales volume

Energy efficient, convenient and multifunctional designs add value to the market

Chart 27 - Teka Launches a New Line of Microwaves with an Air-Fryer Function

WHAT'S NEXT?

Premium brands to drive recovery with innovative models

Freestanding microwaves to remain the dominant category

Sustainability and convenience to shape the market's future

COMPETITIVE LANDSCAPE

Teka and Midea drive market concentration with strategic acquisition

Innovative launches and strategic moves create new opportunities

CHANNELS

Offline sales dominate despite e-commerce growth

No new retail concepts emerge in 2026

E-commerce gains traction with wider choice of options

PRODUCTS

Teka driving innovation with multifunctionality and compact design

LG introduces smart inverter technology to microwaves

Chart 28 - LG NeoChef Microwaves with Smart Inverter for Outstanding Efficiency

COUNTRY REPORTS DISCLAIMER

[Refrigeration Appliances in Portugal](#)

KEY DATA FINDINGS

2025 DEVELOPMENTS

Value growth supported by premiumisation as volume sales fall

Chart 29 - Key Trends 2025

Chart 30 - Analyst Insight

INDUSTRY PERFORMANCE

Slight decline in volume sales amidst premiumisation

Fridge freezers dominate sales

Sustainability drives premiumisation and value growth

Chart 31 - Samsung Launches New Smart Refrigerators with AI Advanced Functionalities

WHAT'S NEXT?

New construction and premiumisation set to drive future growth

Fridge freezers set to remain dominant while sales of separate fridges and freezers decline

Sustainability concerns and new technology set to drive future developments

COMPETITIVE LANDSCAPE

Beko maintains lead through diverse brand portfolio

New innovations seen in the market but limited changes in the standings

CHANNELS

Appliances and electronics specialists drive offline sales
Retail e-commerce gains share by offering consumers convenience
No new retail concepts or collaborations emerge

PRODUCTS

Hisense drives premiumisation with Kitchen Fit range
Chart 32 - Hisense Launches New Kitchen Fit Line with Optimised Design
LG taps into shift towards sustainability with energy efficient model
Chart 33 - LG Launches Energy Efficient Refrigerator
Premiumisation and sustainability drive value growth

COUNTRY REPORTS DISCLAIMER

[Air Conditioners in Portugal](#)

KEY DATA FINDINGS

2025 DEVELOPMENTS

Impact of climate change has a positive impact on sales of air conditioners
Chart 34 - Key Trends 2025
Chart 35 - Analyst Insight

INDUSTRY PERFORMANCE

Air conditioners sees strong growth, driven by extreme weather and premiumisation
Split air conditioners dominate sales
Sustainability and energy efficiency drive market growth
Chart 36 - LG Launches Dualcool Premium Range with Improved Efficiency

WHAT'S NEXT?

Growth set to continue being driven by climate change and premiumisation
Split air conditioners to maintain dominance with energy-efficient models
Sustainability and energy efficiency will continue to drive growth

COMPETITIVE LANDSCAPE

Daikin and Mitsubishi maintain lead as Midea gains share
Competition remains stable with Midea the standout performer

CHANNELS

Builder merchants and installers drive air conditioner sales
Builder merchants and installers show strongest growth
Retail e-commerce plays a limited but informative role

PRODUCTS

Sustainability and energy efficiency drive innovation
Premiumisation and technological advancements boost sales
Chart 37 - Launch of Midea Solestice AI Ecomaster with AI System
Chart 38 - Daikin Launches Perfera All Seasons an Upgrade from its Daikin Perfera Line

COUNTRY REPORTS DISCLAIMER

[Heat Pumps in Portugal](#)

KEY DATA FINDINGS

2025 DEVELOPMENTS

Energy efficiency and increasing consumer awareness benefits sales of heat pumps in 2025

Chart 39 - Key Trends 2025

INDUSTRY PERFORMANCE

Focus on energy efficiency fuels growth in heat pumps in 2025

Chart 40 - LG Therma V™ R290 as an example of heat pumps energy efficiency

Air to water heat pumps dominate sales

Legislative changes and increased consumer awareness drive market growth

WHAT'S NEXT?

New legislation pushes players to focus on sustainability

Air to water heat pumps set to maintain market dominance

Sustainability and legislation set to drive the adoption of heat pumps

COMPETITIVE LANDSCAPE

Daikin and Mitsubishi maintain lead with innovative solutions

Chart 41 - Panasonic Aquarea Loop Presents a High Efficiency and Eco-Friendly Approach

No significant mergers or acquisitions in 2025

CHANNELS

Builder merchants and construction drive sales of heat pumps

E-commerce has limited impact on sales

PRODUCTS

Midea drives innovation with multifunctional heat pump solutions

Chart 42 - Launch of Midea CirQHP the First Multisplit Heat Pump with Water Heating

Innovative products drive growth in a competitive landscape

COUNTRY REPORTS DISCLAIMER

[Food Preparation Appliances in Portugal](#)

KEY DATA FINDINGS

2025 DEVELOPMENTS

Food preparation appliances sees relative stability in 2025

Chart 43 - Key Trends 2025

Chart 44 - Analyst Insight

INDUSTRY PERFORMANCE

Volume sales fall amidst economic pressures while innovation drives value growth

Blenders remains the largest category as consumers value compact design and versatility

Vorwerk drives multi-functionality trend with launch of Bimby TM7

Chart 45 - Vorwerk Launches the Bimby TM7 – its Most Advanced Model

WHAT'S NEXT?

Food preparation appliances expected to see a stable performance

Blenders to benefit from multifunctional positioning

E-commerce boom expected to introduce a wider product range to the market

COMPETITIVE LANDSCAPE

De'Longhi and BSH drive competition through new innovations

SharkNinja makes waves with focus on health and wellness

Chart 46 - Ninja Blast Portable Blender Responds to Healthy Convenience Trend

CHANNELS

Non-grocery retailers drive sales but e-commerce making big strides
Retail e-commerce gains traction with competitive prices and convenience
No new retail brands or concepts in the pipeline

PRODUCTS

Smeg drives premiumisation with design and colour innovation
Chart 47 - Smeg Stands Out with the Design and Colour of its Food Preparation Appliances

COUNTRY REPORTS DISCLAIMER

[Personal Care Appliances in Portugal](#)

KEY DATA FINDINGS

2025 DEVELOPMENTS

Stable economy boosts demand for personal care appliances
Chart 48 - Key Trends 2025
Chart 49 - Analyst Insight

INDUSTRY PERFORMANCE

Market growth fuelled by innovative premium products
Chart 50 - Philips Launches i9000 Prestige Ultra Shaver with Triple Action Lift and Cut System
Hair care appliances dominate sales
Chart 51 - Dyson Launches Supersonic Nural Hair Dryer with Four Temperature Levels
Oral care appliances deliver dynamic growth

WHAT'S NEXT?

Premiumisation set to remain a focus of innovation within personal care appliances
Hair care appliances set to maintain dominance with premium offerings
Key trends shaping the future of personal care appliances

COMPETITIVE LANDSCAPE

Braun and Philips maintain their lead in personal care appliances
No significant mergers or acquisitions or new launches

CHANNELS

Appliances and electronics specialists drive sales through offering expert advice
No new retail concepts on the horizon

PRODUCTS

Dyson drives growth with multifunctional and compact designs
Chart 52 - Dyson Airwrap Responds to Consumer Demand for Multifunctional Solutions

COUNTRY REPORTS DISCLAIMER

[Small Cooking Appliances in Portugal](#)

KEY DATA FINDINGS

2025 DEVELOPMENTS

Market maturity dampens demand for some small cooking appliances in 2025
Chart 53 - Key Trends 2025
Chart 54 - Analyst Insight

INDUSTRY PERFORMANCE

Low-priced small cooking appliances draw attention in Portugal

Chart 55 - Aldi Launches Discount Air Fryer

Coffee machines drive sales in a declining market

Players respond to growing environmental concerns

Chart 56 - Dulce Gusto Launches its Neo Smart Coffee Machine with Recyclable Pods

WHAT'S NEXT?

Low-cost options and innovation set to drive future sales

Coffee machines to remain the largest category

Sustainability and e-commerce to shape market dynamics

COMPETITIVE LANDSCAPE

SEB retains the lead but smaller brands gain ground

New launches and competitive pricing drive market dynamics

Chart 57 - Xiaomi Launches Smart Kettle 2 Pro with Five Heating Modes

CHANNELS

Appliances and electronics specialists lead sales of small cooking appliances

SharkNinja to reinforce its presence in the Portuguese market

Retail e-commerce playing a significant role in shaping consumer preferences

PRODUCTS

Sustainable materials and smart features driving product innovation

COUNTRY REPORTS DISCLAIMER

[Vacuum Cleaners in Portugal](#)

KEY DATA FINDINGS

2025 DEVELOPMENTS

Stable economy helps drive growth in vacuum cleaners in 2025

Chart 58 - Key Trends 2025

Chart 59 - Analyst Insight

INDUSTRY PERFORMANCE

Consumers drive demand for advanced vacuum cleaners

Standard vacuum cleaners dominate the market

Technological advancements shape the market

WHAT'S NEXT?

AI and multifunctionality set to drive sales of vacuum cleaners

Standard vacuum cleaners remain dominant but robotic vacuum cleaners grow

Technological advancements and changing consumer habits shaping the future

COMPETITIVE LANDSCAPE

Emerging brands gain ground with innovative and affordable solutions

Chart 60 - iRobot Launches a New Line with Five Different Models to Respond to Different Needs

New entrants and innovation drive competition and market growth

Chart 61 - Roborock Saros 10R Delivers Enhanced Functionality and Premium Design Features

CHANNELS

Appliances and electronics specialists drive offline sales

E-commerce continues to grow thanks to wide product choice, convenience and promotions

Offline retailers must adapt to changing consumer habits

PRODUCTS

Roborock drives innovation with advanced features

Chart 62 - Roborock Qrevo Pro with Refill and Drainage System to Maximum Convenience

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/consumer-appliances-in-portugal/report.