



**Euromonitor
International**

Consumer Electronics in Portugal

July 2024

Table of Contents

EXECUTIVE SUMMARY

Consumer electronics in 2024: The big picture
2024 key trends
Competitive landscape
Retailing developments
What next for consumer electronics?

MARKET DATA

- Table 1 - Sales of Consumer Electronics by Category: Volume 2019-2024
- Table 2 - Sales of Consumer Electronics by Category: Value 2019-2024
- Table 3 - Sales of Consumer Electronics by Category: % Volume Growth 2019-2024
- Table 4 - Sales of Consumer Electronics by Category: % Value Growth 2019-2024
- Table 5 - NBO Company Shares of Consumer Electronics: % Volume 2020-2024
- Table 6 - LBN Brand Shares of Consumer Electronics: % Volume 2021-2024
- Table 7 - Distribution of Consumer Electronics by Channel: % Volume 2019-2024
- Table 8 - Forecast Sales of Consumer Electronics by Category: Volume 2024-2029
- Table 9 - Forecast Sales of Consumer Electronics by Category: Value 2024-2029
- Table 10 - Forecast Sales of Consumer Electronics by Category: % Volume Growth 2024-2029
- Table 11 - Forecast Sales of Consumer Electronics by Category: % Value Growth 2024-2029

DISCLAIMER

SOURCES

Summary 1 - Research Sources

Computers and Peripherals in Portugal

KEY DATA FINDINGS

2024 DEVELOPMENTS

Limited growth for computers and peripherals in 2024
Digitalisation remains key for category recovery
Laptops register a robust performance in 2024

PROSPECTS AND OPPORTUNITIES

Computers and peripherals face challenges as well as opportunities
Business segment likely to support overall category growth
Printers will continue to see decline across the forecast period

CATEGORY DATA

- Table 12 - Sales of Computers and Peripherals by Category: Volume 2019-2024
- Table 13 - Sales of Computers and Peripherals by Category: Value 2019-2024
- Table 14 - Sales of Computers and Peripherals by Category: % Volume Growth 2019-2024
- Table 15 - Sales of Computers and Peripherals by Category: % Value Growth 2019-2024
- Table 16 - Sales of Computers by Category: Business Volume 2019-2024
- Table 17 - Sales of Computers by Category: Business Value MSP 2019-2024
- Table 18 - Sales of Computers by Category: Business Volume Growth 2019-2024
- Table 19 - Sales of Computers by Category: Business Value MSP Growth 2019-2024
- Table 20 - NBO Company Shares of Computers and Peripherals: % Volume 2020-2024
- Table 21 - LBN Brand Shares of Computers and Peripherals: % Volume 2021-2024
- Table 22 - Distribution of Computers and Peripherals by Channel: % Volume 2019-2024
- Table 23 - Forecast Sales of Computers and Peripherals by Category: Volume 2024-2029

Table 24 - Forecast Sales of Computers and Peripherals by Category: Value 2024-2029
Table 25 - Forecast Sales of Computers and Peripherals by Category: % Volume Growth 2024-2029
Table 26 - Forecast Sales of Computers and Peripherals by Category: % Value Growth 2024-2029
Table 27 - Forecast Sales of Computers by Category: Business Volume 2024-2029
Table 28 - Forecast Sales of Computers by Category: Business Value MSP 2024-2029
Table 29 - Forecast Sales of Computers by Category: Business Volume Growth 2024-2029
Table 30 - Forecast Sales of Computers by Category: Business Value MSP Growth 2024-2029

[In-Car Entertainment in Portugal](#)

KEY DATA FINDINGS

2024 DEVELOPMENTS

Declines across the category in 2024
Investment in car workshops continues to fall
Mid-priced segment struggles to remain relevant

PROSPECTS AND OPPORTUNITIES

Category decline set to continue as built-in systems advance
Online channel will remain relevant for the category in the years ahead
Decline of in-dash media players may slow across the forecast period

CATEGORY DATA

Table 31 - Sales of In-Car Entertainment by Category: Volume 2019-2024
Table 32 - Sales of In-Car Entertainment by Category: Value 2019-2024
Table 33 - Sales of In-Car Entertainment by Category: % Volume Growth 2019-2024
Table 34 - Sales of In-Car Entertainment by Category: % Value Growth 2019-2024
Table 35 - NBO Company Shares of In-Car Entertainment: % Volume 2020-2024
Table 36 - LBN Brand Shares of In-Car Entertainment: % Volume 2021-2024
Table 37 - Distribution of In-Car Entertainment by Channel: % Volume 2019-2024
Table 38 - Forecast Sales of In-Car Entertainment by Category: Volume 2024-2029
Table 39 - Forecast Sales of In-Car Entertainment by Category: Value 2024-2029
Table 40 - Forecast Sales of In-Car Entertainment by Category: % Volume Growth 2024-2029
Table 41 - Forecast Sales of In-Car Entertainment by Category: % Value Growth 2024-2029

[Home Audio and Cinema in Portugal](#)

KEY DATA FINDINGS

2024 DEVELOPMENTS

Rising popularity of smartphone and wireless speaker combination hampers sales of audio separates in 2024
Sony retains the lead ahead of LG Electronics thanks to a solid reputation
Enhanced quality of TV sound affects home audio sales

PROSPECTS AND OPPORTUNITIES

Volume declines expected across the category during the forecast period
Sound bars will continue to expand, thanks to the popularity of streaming services and sustained innovation
E-commerce is expected to gain further ground as physical retailers narrow their focus to bestselling models

CATEGORY DATA

Table 42 - Sales of Home Audio and Cinema by Category: Volume 2019-2024
Table 43 - Sales of Home Audio and Cinema by Category: Value 2019-2024
Table 44 - Sales of Home Audio and Cinema by Category: % Volume Growth 2019-2024
Table 45 - Sales of Home Audio and Cinema by Category: % Value Growth 2019-2024

Table 46 - NBO Company Shares of Home Audio and Cinema: % Volume 2020-2024

Table 47 - LBN Brand Shares of Home Audio and Cinema: % Volume 2021-2024

Table 48 - Distribution of Home Audio and Cinema by Channel: % Volume 2020-2024

Table 49 - Forecast Sales of Home Audio and Cinema by Category: Volume 2024-2029

Table 50 - Forecast Sales of Home Audio and Cinema by Category: Value 2024-2029

Table 51 - Forecast Sales of Home Audio and Cinema by Category: % Volume Growth 2024-2029

Table 52 - Forecast Sales of Home Audio and Cinema by Category: % Value Growth 2024-2029

Home Video in Portugal

KEY DATA FINDINGS

2024 DEVELOPMENTS

Positive performance in 2024 in both volume and current value terms

Hisense shows strong performance in 2024, but LG Electronics maintains its lead

Sports events throughout 2024 will contribute to sales

PROSPECTS AND OPPORTUNITIES

Volume declines expected across the forecast period, but current value sales will remain buoyant

AI will continue to be introduced within TVs, boosting category growth

Competitive landscape will remain fragmented across the forecast period

CATEGORY DATA

Table 53 - Sales of Home Video by Category: Volume 2019-2024

Table 54 - Sales of Home Video by Category: Value 2019-2024

Table 55 - Sales of Home Video by Category: % Volume Growth 2019-2024

Table 56 - Sales of Home Video by Category: % Value Growth 2019-2024

Table 57 - Sales of LCD TVs by Network Connectivity: % Retail Volume 2019-2024

Table 58 - NBO Company Shares of Home Video: % Volume 2020-2024

Table 59 - LBN Brand Shares of Home Video: % Volume 2021-2024

Table 60 - Distribution of Home Video by Channel: % Volume 2019-2024

Table 61 - Forecast Sales of Home Video by Category: Volume 2024-2029

Table 62 - Forecast Sales of Home Video by Category: Value 2024-2029

Table 63 - Forecast Sales of Home Video by Category: % Volume Growth 2024-2029

Table 64 - Forecast Sales of Home Video by Category: % Value Growth 2024-2029

Table 65 - Forecast Sales of LCD TVs by Network Connectivity: % Retail Volume 2024-2029

Headphones in Portugal

KEY DATA FINDINGS

2024 DEVELOPMENTS

TWS earbuds drive category performance in 2024

Mass wireless earphones sees significant decline

Headphones sold in bundle packs appeal to local consumers

PROSPECTS AND OPPORTUNITIES

Headphones have further potential for growth over the forecast period

TWS earbuds will drive growth across the forecast period

Online channel will remain important for sales of headphones

CATEGORY DATA

Table 66 - Sales of Headphones by Category: Volume 2019-2024

Table 67 - Sales of Headphones by Category: Value 2019-2024

Table 68 - Sales of Headphones by Category: % Volume Growth 2019-2024

Table 69 - Sales of Headphones by Category: % Value Growth 2019-2024

Table 70 - NBO Company Shares of Headphones: % Volume 2020-2024

Table 71 - LBN Brand Shares of Headphones: % Volume 2021-2024

Table 72 - Distribution of Headphones by Channel: % Volume 2019-2024

Table 73 - Forecast Sales of Headphones by Category: Volume 2024-2029

Table 74 - Forecast Sales of Headphones by Category: Value 2024-2029

Table 75 - Forecast Sales of Headphones by Category: % Volume Growth 2024-2029

Table 76 - Forecast Sales of Headphones by Category: % Value Growth 2024-2029

Imaging Devices in Portugal

KEY DATA FINDINGS

2024 DEVELOPMENTS

- Volume and current value growth for imaging devices in 2024
- Design features drive innovation in the category
- Cameras benefit from consumers adopting more active lifestyles

PROSPECTS AND OPPORTUNITIES

- Imaging devices will stabilise across the forecast period
- Smartphones will continue to impact imaging devices in the years ahead
- The revival trend will continue, offering scope for category growth

CATEGORY DATA

Table 77 - Sales of Imaging Devices by Category: Volume 2019-2024

Table 78 - Sales of Imaging Devices by Category: Value 2019-2024

Table 79 - Sales of Imaging Devices by Category: % Volume Growth 2019-2024

Table 80 - Sales of Imaging Devices by Category: % Value Growth 2019-2024

Table 81 - NBO Company Shares of Imaging Devices: % Volume 2020-2024

Table 82 - LBN Brand Shares of Imaging Devices: % Volume 2021-2024

Table 83 - Distribution of Imaging Devices by Channel: % Volume 2019-2024

Table 84 - Forecast Sales of Imaging Devices by Category: Volume 2024-2029

Table 85 - Forecast Sales of Imaging Devices by Category: Value 2024-2029

Table 86 - Forecast Sales of Imaging Devices by Category: % Volume Growth 2024-2029

Table 87 - Forecast Sales of Imaging Devices by Category: % Value Growth 2024-2029

Mobile Phones in Portugal

KEY DATA FINDINGS

2024 DEVELOPMENTS

- Volume and current value growth recovery for mobile phones
- Premiumisation trend continues apace in 2024
- Samsung retains its leading position amid increasing competition from Chinese players

PROSPECTS AND OPPORTUNITIES

- Volume sales set to decline across the forecast period amid high penetration rates
- Further innovation expected as players vie for share
- Competitive landscape will remain fragmented in the years ahead

CATEGORY DATA

Table 88 - Sales of Mobile Phones by Category: Volume 2019-2024

Table 89 - Sales of Mobile Phones by Category: Value 2019-2024

Table 90 - Sales of Mobile Phones by Category: % Volume Growth 2019-2024
Table 91 - Sales of Mobile Phones by Category: % Value Growth 2019-2024
Table 92 - Sales of Smartphones by Screen Size: % Retail Volume 2021-2024
Table 93 - NBO Company Shares of Mobile Phones: % Volume 2020-2024
Table 94 - LBN Brand Shares of Mobile Phones: % Volume 2021-2024
Table 95 - Distribution of Mobile Phones by Channel: % Volume 2019-2024
Table 96 - Forecast Sales of Mobile Phones by Category: Volume 2024-2029
Table 97 - Forecast Sales of Mobile Phones by Category: Value 2024-2029
Table 98 - Forecast Sales of Mobile Phones by Category: % Volume Growth 2024-2029
Table 99 - Forecast Sales of Mobile Phones by Category: % Value Growth 2024-2029
Table 100 - Forecast Sales of Smartphones by Screen Size: % Retail Volume 2024-2029

Portable Players in Portugal

KEY DATA FINDINGS

2024 DEVELOPMENTS

Volume and current value growth in 2024, thanks to popularity of wireless speakers
Some declines within the category in 2024 reflect persistent consumer trends favouring convenience and versatility
Physical stores continue to lead sales despite popularity of e-commerce

PROSPECTS AND OPPORTUNITIES

E-readers benefit from buoyant book sales and ongoing innovation
Competition within wireless speakers will continue to drive category sales
The online channel will remain relevant for sales of portable players across the forecast period

CATEGORY DATA

Table 101 - Sales of Portable Players by Category: Volume 2019-2024
Table 102 - Sales of Portable Players by Category: Value 2019-2024
Table 103 - Sales of Portable Players by Category: % Volume Growth 2019-2024
Table 104 - Sales of Portable Players by Category: % Value Growth 2019-2024
Table 105 - NBO Company Shares of Portable Players: % Volume 2020-2024
Table 106 - LBN Brand Shares of Portable Players: % Volume 2021-2024
Table 107 - Distribution of Portable Players by Channel: % Volume 2019-2024
Table 108 - Forecast Sales of Portable Players by Category: Volume 2024-2029
Table 109 - Forecast Sales of Portable Players by Category: Value 2024-2029
Table 110 - Forecast Sales of Portable Players by Category: % Volume Growth 2024-2029
Table 111 - Forecast Sales of Portable Players by Category: % Value Growth 2024-2029

Wearable Electronics in Portugal

KEY DATA FINDINGS

2024 DEVELOPMENTS

Recovery for wearable electronics in 2024
Smart wearables show the most significant volume growth in 2024
Chinese players continue to make strides

PROSPECTS AND OPPORTUNITIES

Growth opportunities remain across the forecast period
Innovation set to continue apace with advancements in AI
Consolidation among key players likely in the coming years

CATEGORY DATA

Table 112 - Sales of Wearable Electronics by Category: Volume 2019-2024

Table 113 - Sales of Wearable Electronics by Category: Value 2019-2024

Table 114 - Sales of Wearable Electronics by Category: % Volume Growth 2019-2024

Table 115 - Sales of Wearable Electronics by Category: % Value Growth 2019-2024

Table 116 - NBO Company Shares of Wearable Electronics: % Volume 2020-2024

Table 117 - LBN Brand Shares of Wearable Electronics: % Volume 2021-2024

Table 118 - Distribution of Wearable Electronics by Channel: % Volume 2019-2024

Table 119 - Forecast Sales of Wearable Electronics by Category: Volume 2024-2029

Table 120 - Forecast Sales of Wearable Electronics by Category: Value 2024-2029

Table 121 - Forecast Sales of Wearable Electronics by Category: % Volume Growth 2024-2029

Table 122 - Forecast Sales of Wearable Electronics by Category: % Value Growth 2024-2029

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-electronics-in-portugal/report.