



**Euromonitor  
International**

# Households: Portugal

September 2025

Table of Contents

### HEADLINES

### PROSPECTS

Couples with children lead Portuguese households, amid cost-of-living challenges  
Portugal's urbanisation rate remains below the regional average  
Government initiatives positively impacting household expenditure  
Portugal's digital inclusion efforts drive robust tech adoption and broadband growth  
Portugal's housing supply and prices forecast to grow despite ongoing crisis

### HOUSEHOLD PROFILE

Chart 1 - Household Profile: 2024-2029  
Chart 2 - Households by Number of Persons: 2029  
Chart 3 - % of Households by Number of Children: 2029  
Chart 4 - Households by Type of Household: 2029  
Chart 5 - Consumer Expenditure by Household Type in Portugal: 2019/2024/2029  
Chart 6 - Household Head's Sex and Employment in Portugal: 2029  
Chart 7 - Households by Education of Head of Household: 2029  
Chart 8 - Households by Economic Status of Head of Household in Portugal: 2029  
Chart 9 - Households by Age of Head: 2029  
Chart 10 - Household Penetration by Facilities: 2029  
Chart 11 - Household Possession of Kitchen Durables in 2029: % of Households  
Chart 12 - Household Possession of Other Durables in 2029: % of Households  
Chart 13 - Household Digital Penetration in Portugal Compared to Global Average: 2029  
Chart 14 - Possession of Entertainment Electronics in 2029: % of Households  
Chart 15 - Possession of Other Electronics in 2029: % of Households  
Chart 16 - Key Metrics of Households Property Market: 2019-2029  
Chart 17 - Housing Stock by Construction Year  
Chart 18 - Households by Number of Rooms: 2029  
Chart 19 - Households by Size of Dwelling in Portugal: 2029  
Chart 20 - Housing Completions and House Price Index in Portugal: 2019-2025

## 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/households-portugal/report](https://www.euromonitor.com/households-portugal/report).