

With data
on the top
100 stores

eCommerce in Portugal 2019

ecommerceDB Country Report

January 2020

ecommerceDB country report

Report overview

The ecommerceDB country report "eCommerce in Portugal 2019" provides a comprehensive overview of the Portuguese eCommerce market, which can be relevant for understanding your (potential) customers, strategic business development, e.g., when assessing potential target markets, or for benchmarking your store against the market, its leaders, or fast-growing competitors.

It depicts significant and comprehensive data about

- Portuguese online shoppers, providing detailed insights about their shopping interests, attitudes, and shopping patterns
- the Portuguese eCommerce market, including revenue developments and forecasts, insights into market concentration and sales channels, and extensive KPI analyses
- the competitive landscape in the Portuguese eCommerce market with key facts about the top players, profound category analyses, and a full list of the Portuguese top 100 stores

Our research has resulted in more than 55 slides on the Portuguese eCommerce market.

Data sources and background

The analysis in this report is based on exclusive data from ecommerceDB.com, the Statista Digital Market Outlook, and the 2019 Statista Global Consumer Survey.

ecommerceDB.com gives insights into more than 20,000 online stores in 50 countries, including detailed revenue analytics, competitor analyses, market development, SEA budget, and interesting KPIs.

The Statista Digital Market Outlook presents up-to-date figures on markets of the digital economy and is available for 150 countries.

The Statista Global Consumer Survey gives insights into the minds of more than 700,000 consumers in 55 countries. It is an international survey that covers more than 6,500 brands across 55 different countries.

You can find a detailed definition of eCommerce revenues and net sales, which are shown in this report, in the Appendix.

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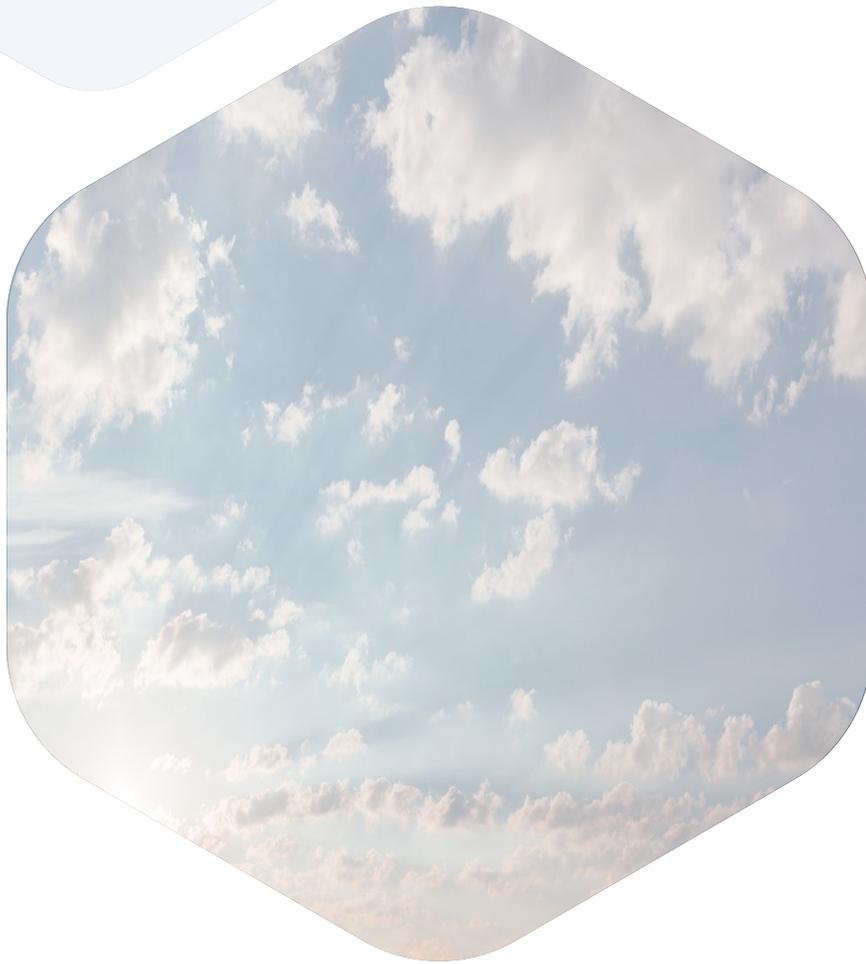
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Introduction

This chapter summarizes the key findings of this report, provides general information about the country, and briefly describes the methodology.

- Facts about Portuguese eCommerce
- Country snapshot: Portugal
- Definitions and methodology

Facts about Portuguese eCommerce: key findings



Consumers

7 million

eCommerce users in 2019

65%

eCommerce penetration

72%

Internet penetration



Market

US\$3bn

Net sales in Portuguese eCommerce in 2018

9%

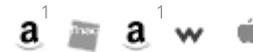
CAGR Portuguese net sales 2018-2023

Fashion

Biggest category by Portuguese net sales



Stores



Top 5 Portuguese online stores by net sales

12%

Market share of the top 5 stores in total Portuguese eCommerce

Country snapshot: Portugal



Key findings

- Portugal is a member state of the European Union.
- Portugal is a member state of the Eurozone.
- Portugal is a member state of the Schengen Area.
- Portugal is a member state of the Council of Europe.
- Portugal is a member state of the Organisation for Economic Co-operation and Development (OECD).
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Portuguese consumers

This chapter describes the specifics of Portuguese online shoppers and provides detailed insights about their shopping interests, attitudes, and shopping patterns. It includes comparisons with the UK, the biggest eCommerce market in Europe.

- Online shopper characteristics
- Online behavior
- Online shopping

The Portuguese online shopper

10/10/2019

What they need

1. To make informed purchasing decisions, they need an integrated set of data
2. To improve their shopping experience

What they do

1. Spend less on high-value items and use the biggest number of products
2. Spend more on higher-value items and buy less frequently

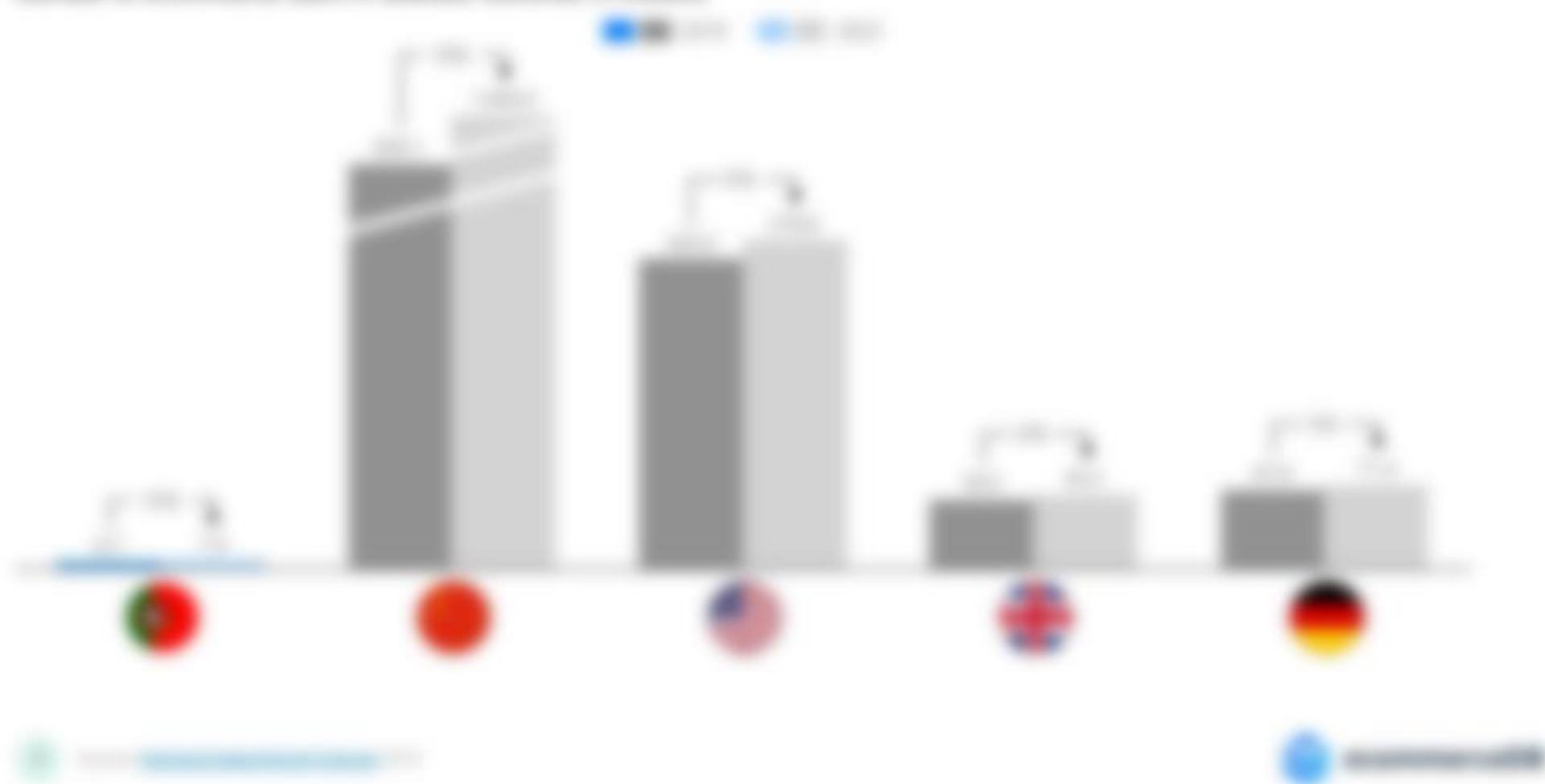
What they buy

1. Buy products with high value and low volume
2. Spend more on high-value items and buy less frequently
3. Spend more on high-value items and buy less frequently

The number of eCommerce users is expected to grow by 10% to 7.4 million users in Portugal until 2023

Source: Statista, based on data from Statista

Number of eCommerce users in selected countries in million

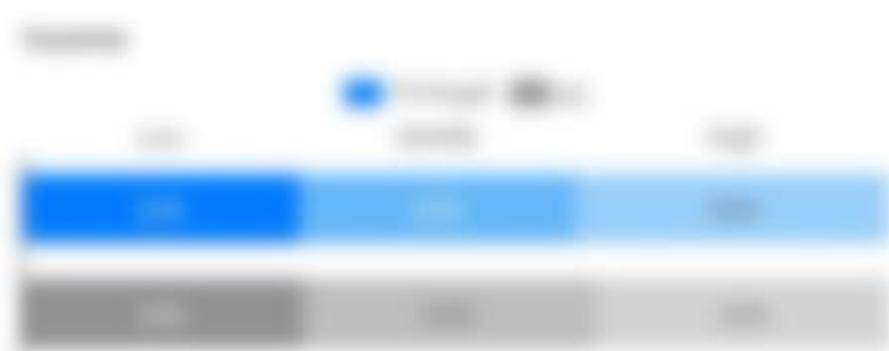
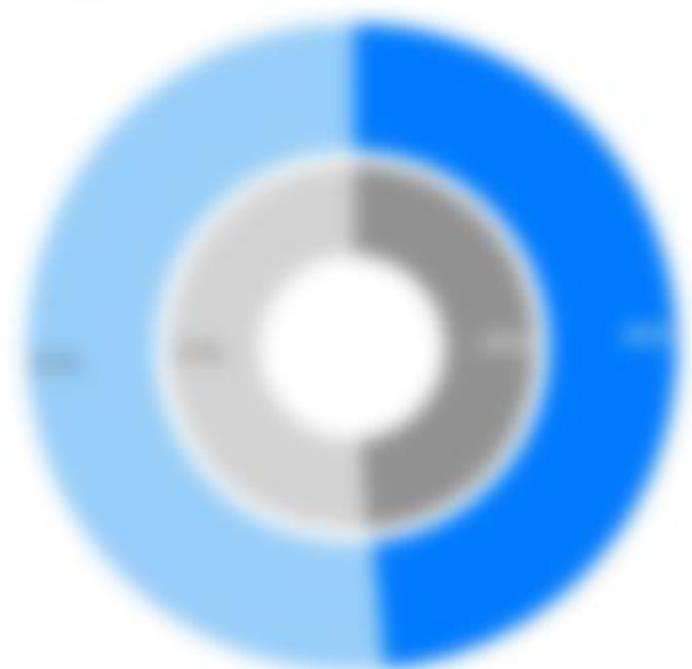


36% of Portuguese online shoppers have a high household income

Source: eMarketer, "Portuguese Online Retail Sales Forecast, 2017-2021"

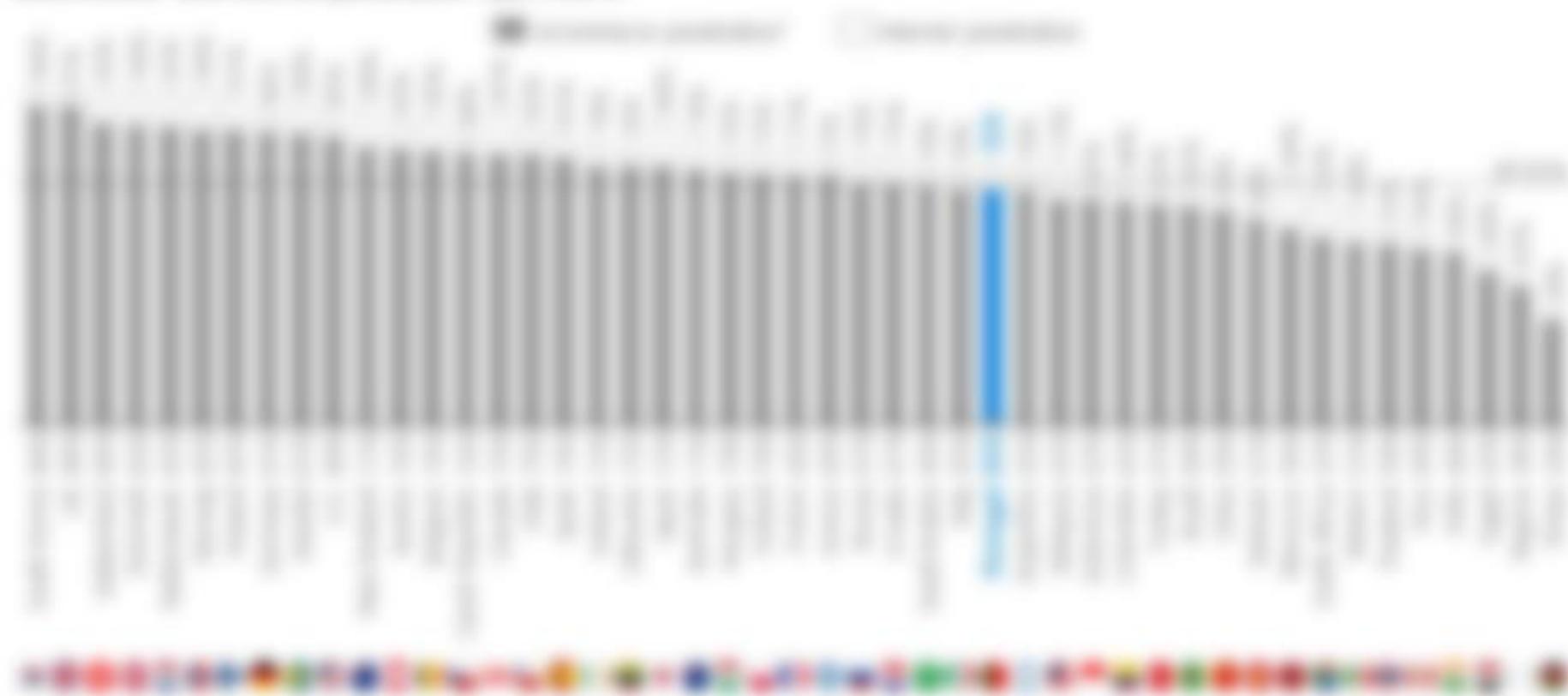
Share of household income

High (€30,000+) 36%
Medium (€15,000-€29,999) 42%
Low (€0-€14,999) 22%

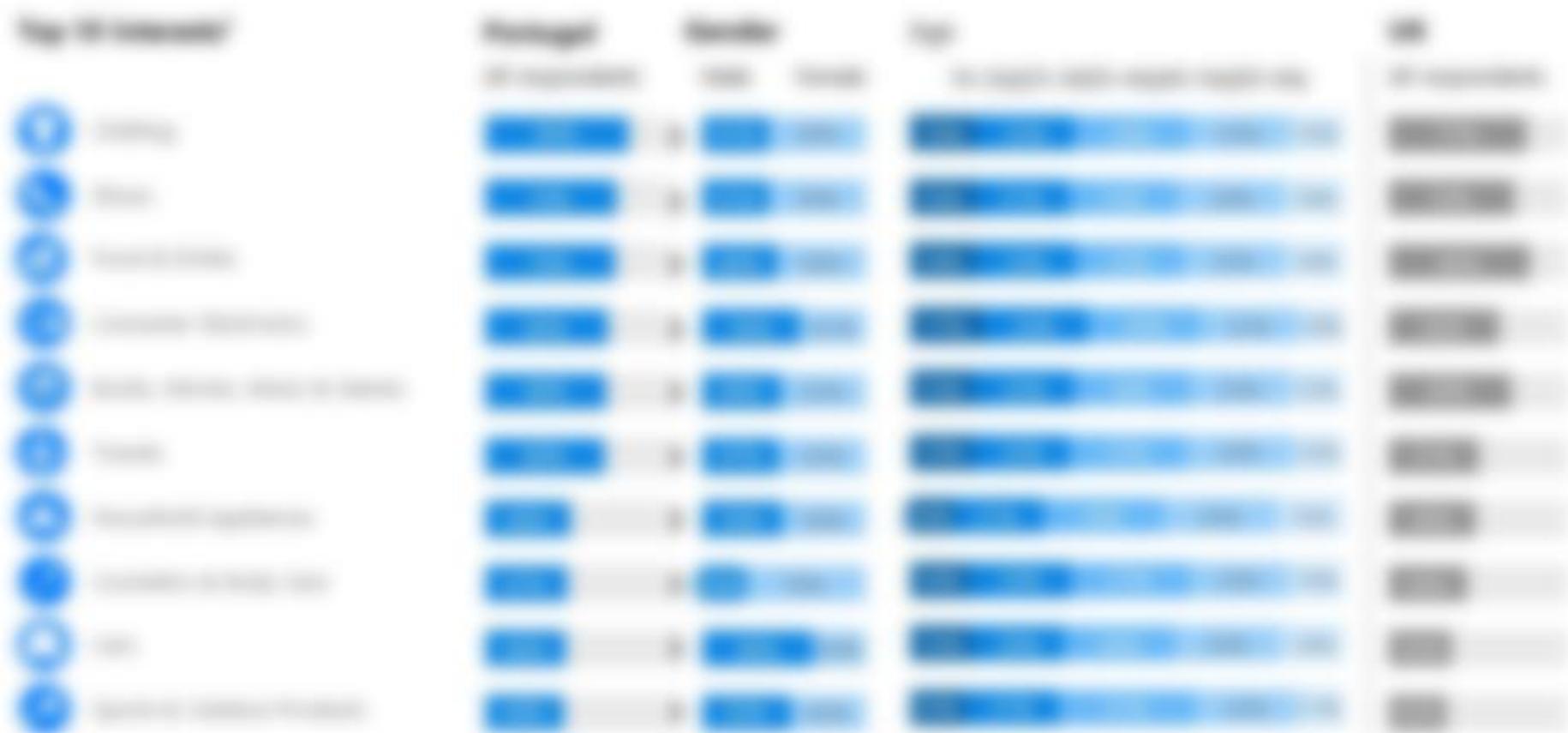


Portugal ranks 30th regarding eCommerce penetration: 65% of the Portuguese population are shopping online

Source: Statista, based on data from the Portuguese Institute of Statistics (INEC), 2020



The top 3 interests of Portuguese online shoppers are Clothing, Shoes, and Food & Drinks



78% of Portuguese online shoppers research online when planning a major purchase

by [Eunice Mendes](#)

Key findings

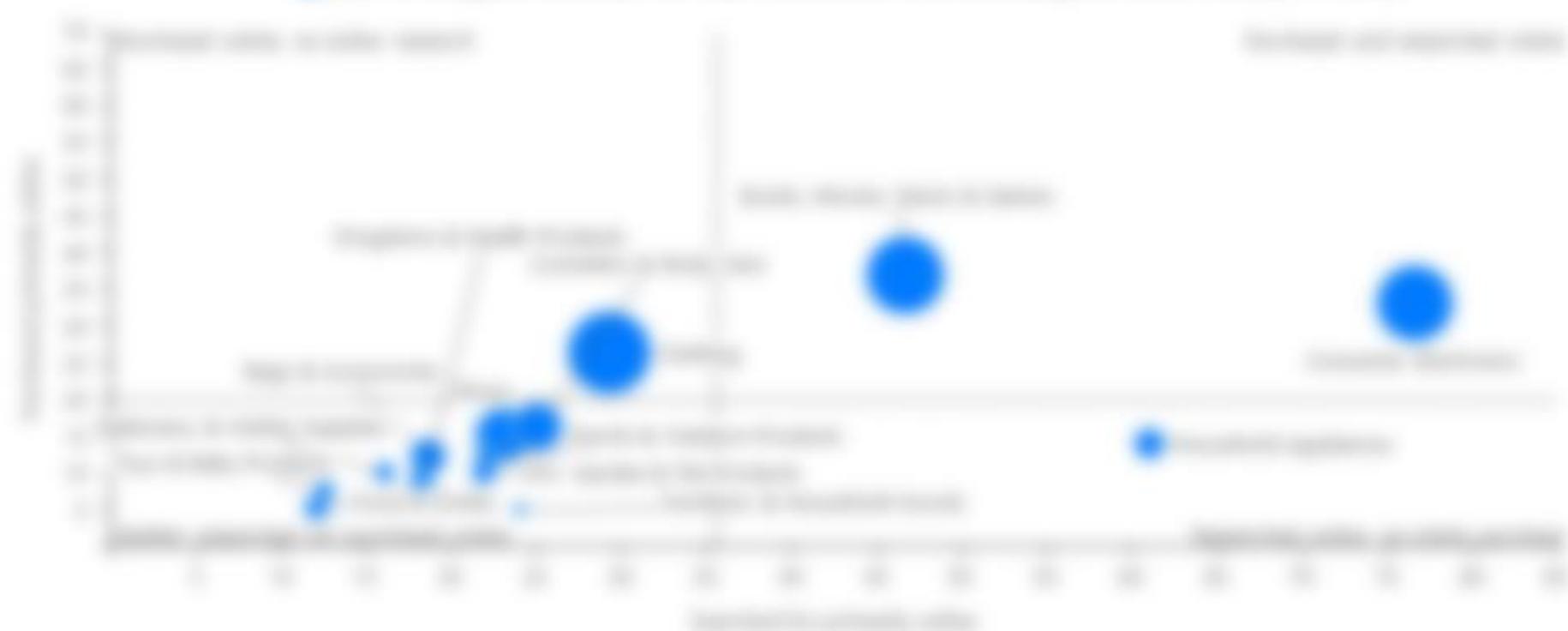


Consumer Electronics and Books, Movies, Music & Games are mainly searched for and bought online

Source: Statista, based on data from Statista

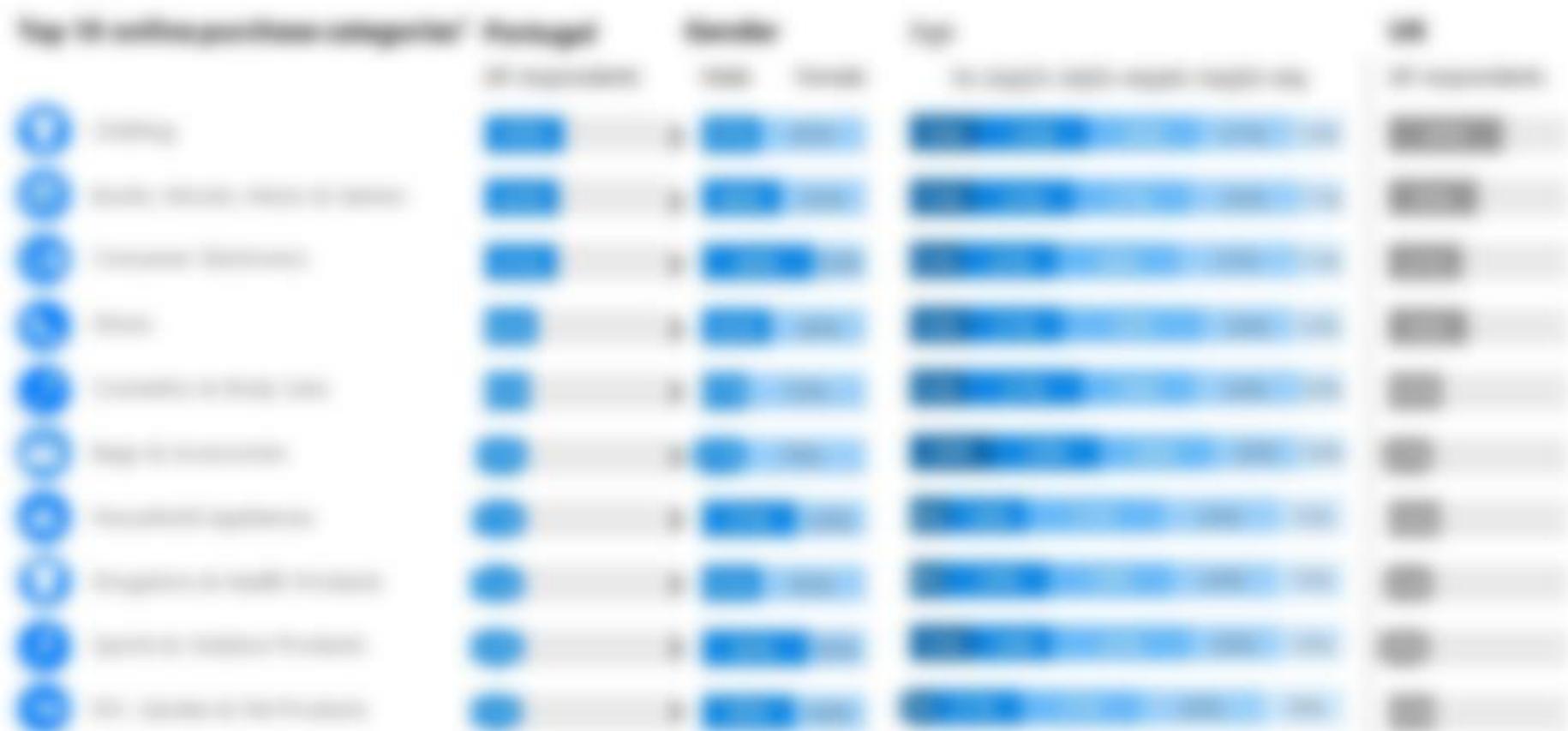
Share of searches and purchases for selected consumer goods and services

Legend: Search for goods and services online (blue), Purchase of goods and services online (green)



Clothing and Books, Movies, Music & Games are the main categories for online shopping in Portugal

Source: Statista, based on data from the Portuguese Consumer Survey 2022



Statista is a leading provider of statistics and market research. For more information, visit www.statista.com.



The Portuguese eCommerce market

This chapter contains an in-depth analysis of the Portuguese eCommerce market and draws international comparisons. It shows revenue developments and forecasts, insights into market concentration and sales channels, and extensive KPI analysis, e.g. payment and shipping methods.

- Market size
- Market structure
- KPI analysis

The Portuguese eCommerce market, overview

10/10/2023

Market

Market Overview

Market Performance

Market Segments

Market Outlook

Market Risks

Development of the Portuguese Market



Regulation

1. The Portuguese eCommerce market is regulated by the Portuguese Competition Authority (AdC) and the Portuguese Consumer Protection Authority (ASCP).

2. The ASCP is responsible for enforcing the Consumer Protection Code (CPC) and the Consumer Protection Act (LPC).

3. The CPC and LPC provide a comprehensive framework for consumer protection, covering areas such as contract law, unfair trade practices, and product liability.

4. The ASCP also monitors and enforces the rules on advertising and marketing, ensuring that consumers are not misled or deceived.

5. The ASCP also monitors and enforces the rules on data protection, ensuring that consumers' personal data is protected and used lawfully.

6. The ASCP also monitors and enforces the rules on intellectual property, ensuring that consumers are not misled or deceived by counterfeit goods.

7. The ASCP also monitors and enforces the rules on consumer credit, ensuring that consumers are not misled or deceived by unfair credit practices.

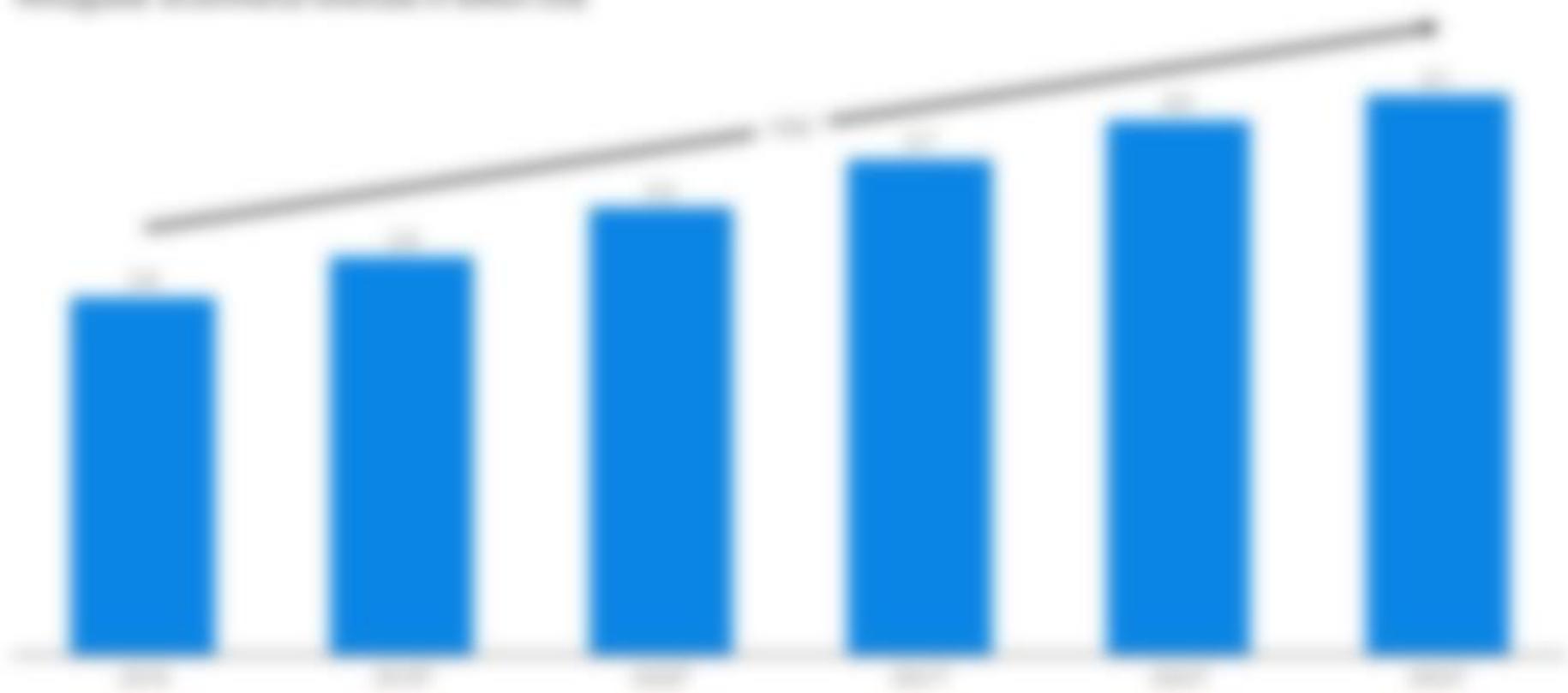
8. The ASCP also monitors and enforces the rules on consumer finance, ensuring that consumers are not misled or deceived by unfair financial practices.

9. The ASCP also monitors and enforces the rules on consumer services, ensuring that consumers are not misled or deceived by unfair service practices.

10. The ASCP also monitors and enforces the rules on consumer information, ensuring that consumers are not misled or deceived by unfair information practices.

The Portuguese eCommerce market is growing 9% per year on average, reaching US\$4.1 billion in 2023

Source: Statista, based on data from the Portuguese e-commerce market



With US\$861 million, Fashion is the largest category in Portuguese eCommerce in 2018

Source: eMarketer, Inc.

European eCommerce sales in US\$ million



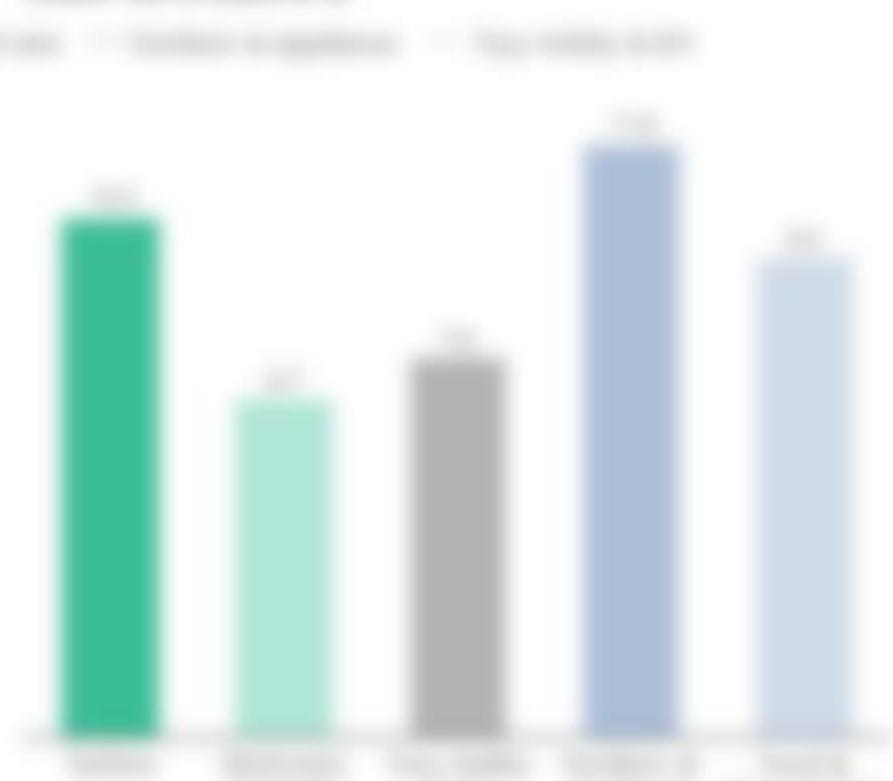
With a CAGR of almost 12%, Furniture & Appliances is the fastest growing eCommerce category in Portugal

Source: Statista, Statista Research Department

Market share of eCommerce sales in Portugal



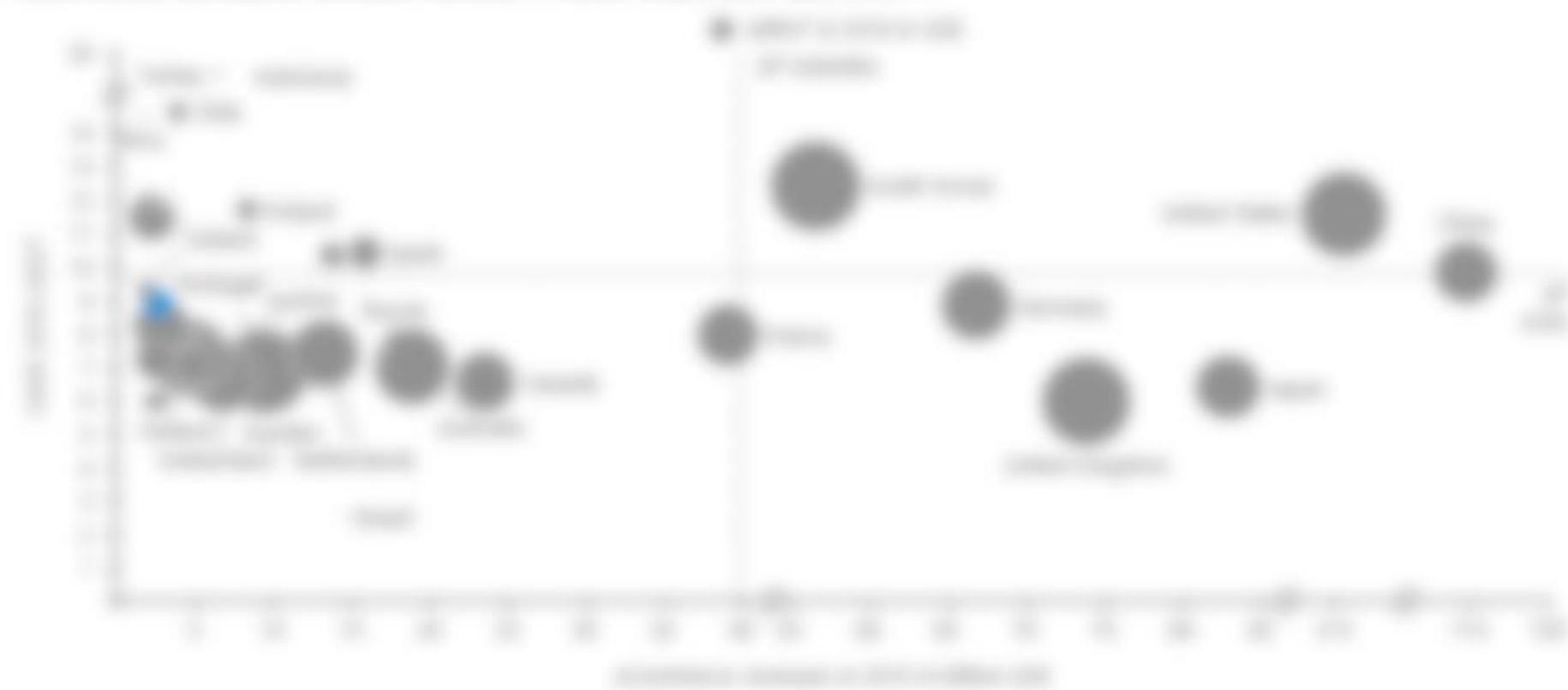
Market share of eCommerce sales in Portugal



China and the U.S. are the largest markets, but Turkey and Indonesia outperform them in terms of growth

Source: Statista, based on data from the International Monetary Fund (IMF)

Estimated market size of selected countries in relation to their GDP growth rate



The top 5 Portuguese stores account for 12% net sales

Source: [Company website](#)

Portuguese stores represent 12% of net sales in 2019 (€1.1 billion)



Consumer Electronics has the highest online share of all Portuguese categories

Source: Statista, based on data from e-commerce market research

Comparison of online share in Portugal and across Europe in 2019



Legend: Portugal (Green), Europe (Blue)

Source: Statista

In terms of numbers, 40% of the top 100 Portuguese stores are pure players – 28% in terms of sales

Source: Euromonitor International

Breakdown of the top 100 stores in selected countries



Key findings

1. Pure players are the dominant force in the top 100 stores in all six countries, with 40% of the top 100 stores in Portugal being pure players.
2. Multi-brand players are the dominant force in the top 100 stores in all six countries, with 60% of the top 100 stores in Portugal being multi-brand players.
3. The UK has the highest percentage of pure players among the top 100 stores, at 10%.
4. Germany has the lowest percentage of pure players among the top 100 stores, at 15%.
5. Spain has the highest percentage of multi-brand players among the top 100 stores, at 80%.
6. Italy has the lowest percentage of multi-brand players among the top 100 stores, at 85%.

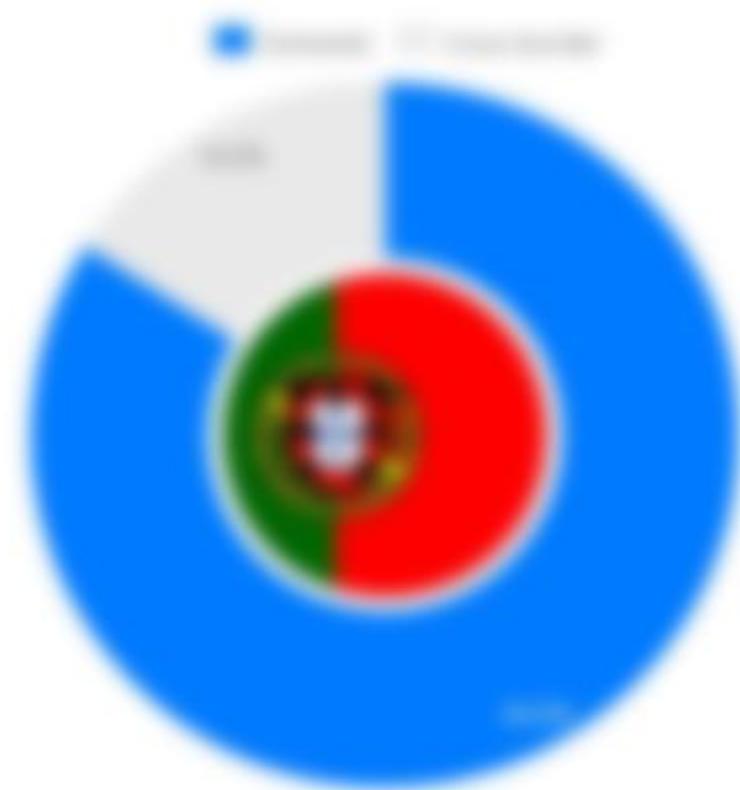
Why?

1. Pure players are able to offer a wider range of products and services, which is a key factor in their success.
2. Multi-brand players are able to offer a wider range of products and services, which is a key factor in their success.
3. Pure players are able to offer a wider range of products and services, which is a key factor in their success.
4. Multi-brand players are able to offer a wider range of products and services, which is a key factor in their success.

Cross-border sales constitute 16% of Portuguese eCommerce net sales

Source: Associação Portuguesa de Comércio Eletrónico (APCE)

Structure of Portuguese eCommerce net sales in 2016



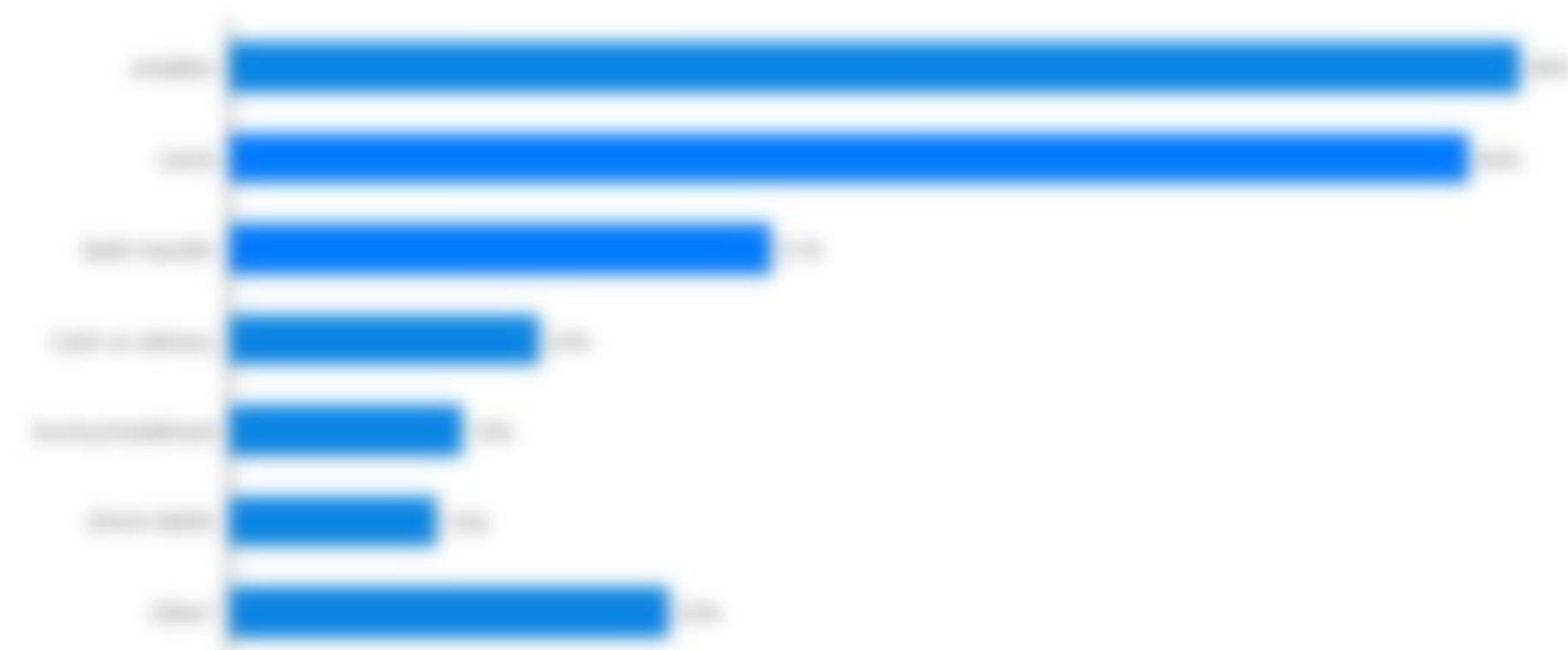
Definition & examples

1. Domestic sales: sales made by Portuguese companies to Portuguese consumers (B2C) or to other Portuguese companies (B2B).
2. Cross-border sales: sales made by Portuguese companies to consumers or companies in other EU countries (B2C or B2B) or to consumers or companies in non-EU countries (B2C or B2B).
3. Other: sales made by Portuguese companies to consumers or companies in other EU countries (B2C or B2B) or to consumers or companies in non-EU countries (B2C or B2B) that are not classified as cross-border sales.
4. Note: In the case of cross-border sales, the net sales are calculated as the gross sales minus the net sales of the foreign companies that are classified as cross-border sales.

eWallets are the most common payment method offered by the top 100 Portuguese online stores

15/05/2023

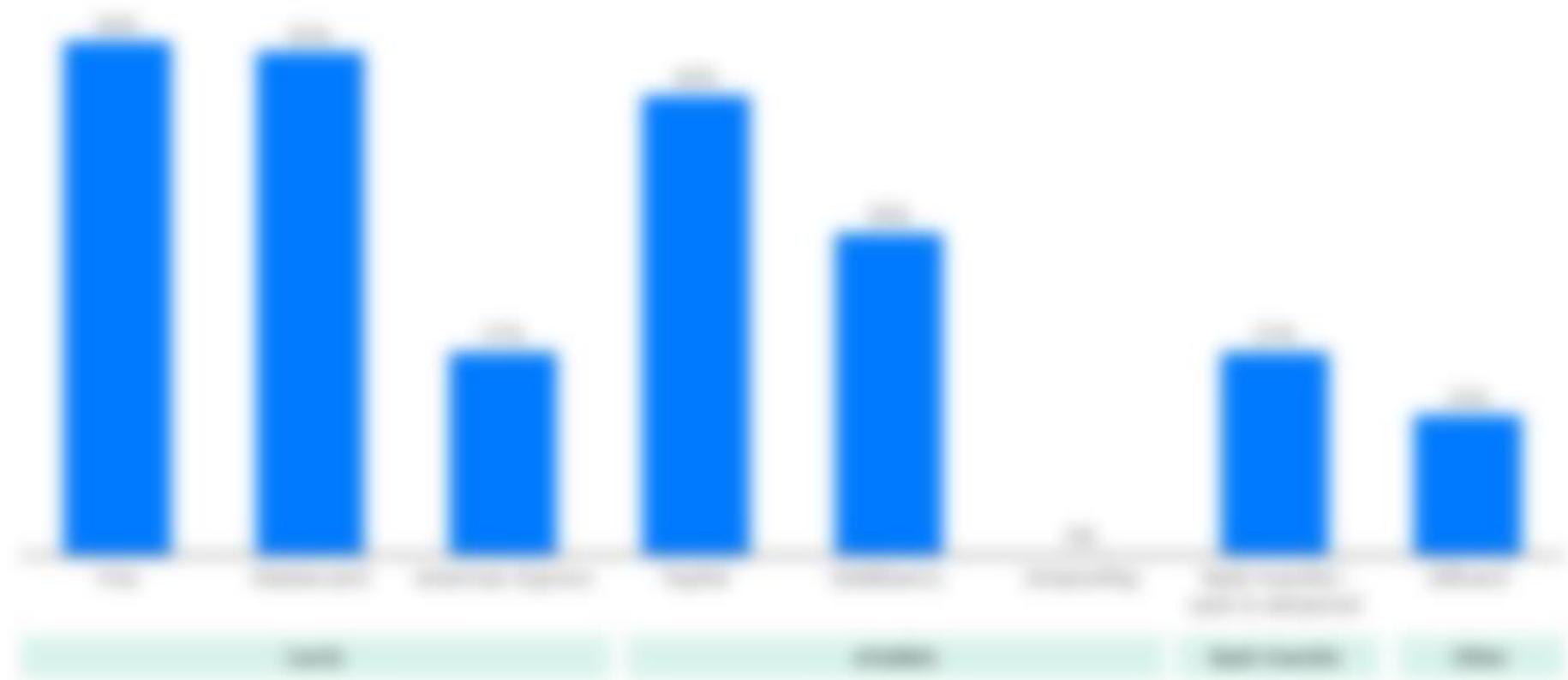
How often do top 100 Portuguese online stores offer at least one payment method belonging to the following category?



Nearly every store offers payment by card - PayPal is offered by 64% Portuguese stores

© 2019 PayPal. All rights reserved.

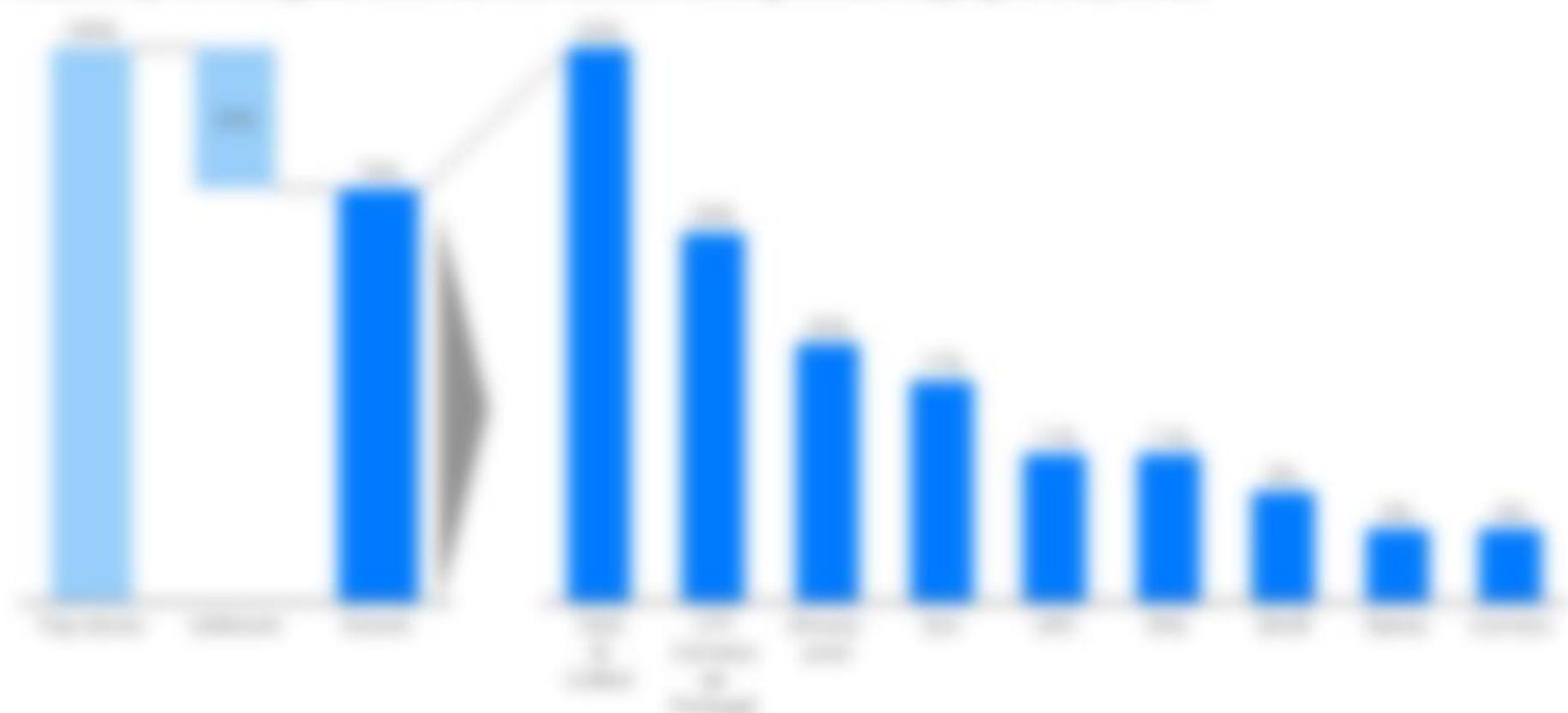
How many Portuguese stores offer the following payment options?



The top shipping provider of the top 100 Portuguese online stores is Click & Collect

Click & Collect is the most used shipping provider among the top 100 Portuguese online stores.

How many top 100 Portuguese online stores use each of the following shipping providers as their provider?



When it comes to social media, Portuguese online stores mainly use Facebook

By [Alexandra Costa](#) and [Ricardo Costa](#)

How often do you use social media to buy products?

2019



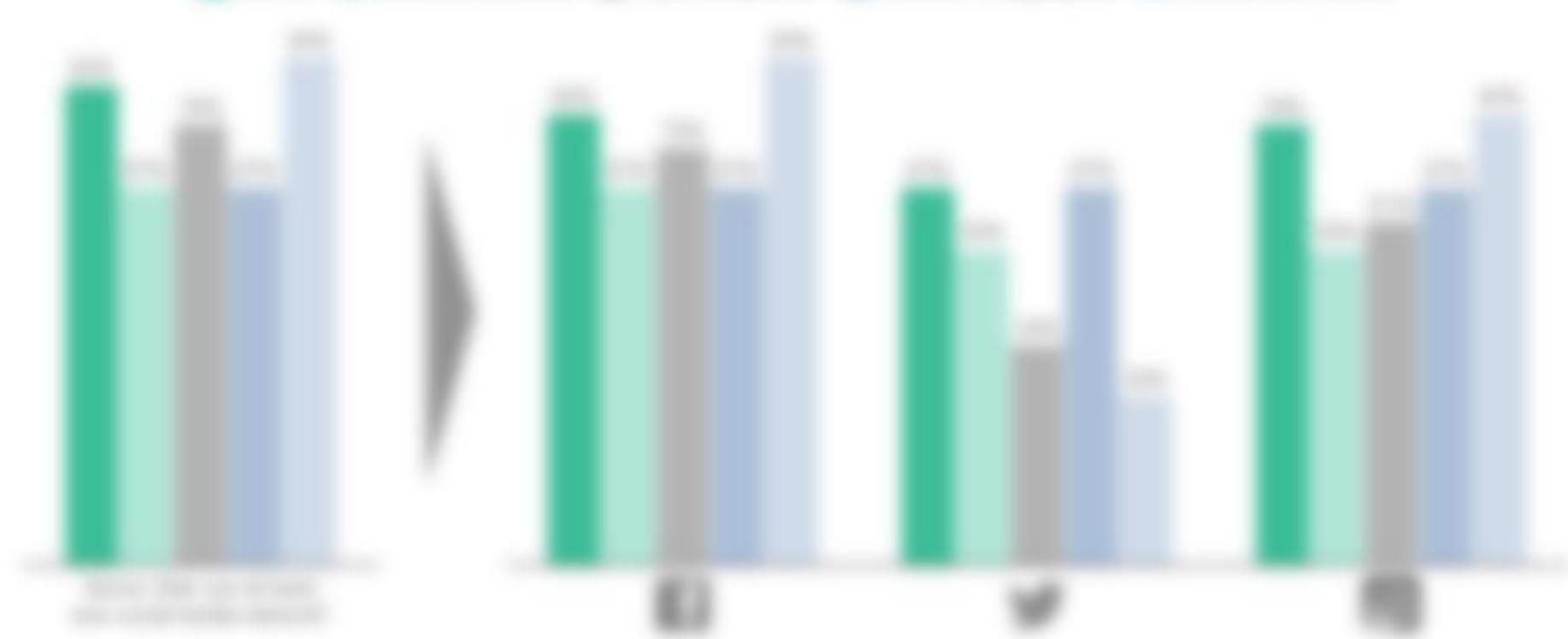
Source: [Statista](#), based on data from [Statista](#). The survey was conducted in 2019. The sample size was 1,000 people.

With 90%, stores offering Food & Personal Care have the highest percentage of social media use

Source: Retail Analytics, 2018

How often do you use social media to shop?

Never Sometimes Often Always Don't know



Very few of the Portuguese top 100 stores also offer a marketplace shop on amazon or ebay

Source: Statista

How many top 100 stores offer additional services in the world in 2019



Salesforce Commerce Cloud is the shop software most frequently used by the top 100 Portuguese stores

Source: Statista

Number of online shop software used by Portuguese stores in 2020



Statista.com



Portuguese stores: top 100 analysis

This chapter gives an overview of the player landscape in the Portuguese eCommerce market: It includes key facts, the top players, profound category analyses, and a full list of the Portuguese top 100.

- Portuguese top stores
- Category insights
- Top 100 ranking

Amazon.com heads the list of the top 10 Portuguese stores

Amazon.com leads the list of the top 10 Portuguese stores



On average, Portuguese top stores achieved a year-over-year growth of 15% in 2019

Source: NielsenIQ, 2020

On average, the top 100 stores in Portugal achieved a year-over-year growth of 15% in 2019



The market concentration of the top 100 stores has increased by 10 percentage points since 2017

Source: Kantar Retail, 2023

Market concentration of the top 100 stores



Notes: The chart shows the market concentration of the top 100 stores in the UK retail market. The concentration is measured as the percentage of total sales accounted for by the top 100 stores. The chart shows that the market concentration of the top 100 stores has increased by 10 percentage points since 2017.

When it comes to the top 5 Portuguese categories, amazon.com is among top 5 in 3 out of 5 categories

Source: Statista, based on data from Amazon.com

By country: amazon.com

1. Top 5 Portuguese categories in the top 5 Amazon.com categories

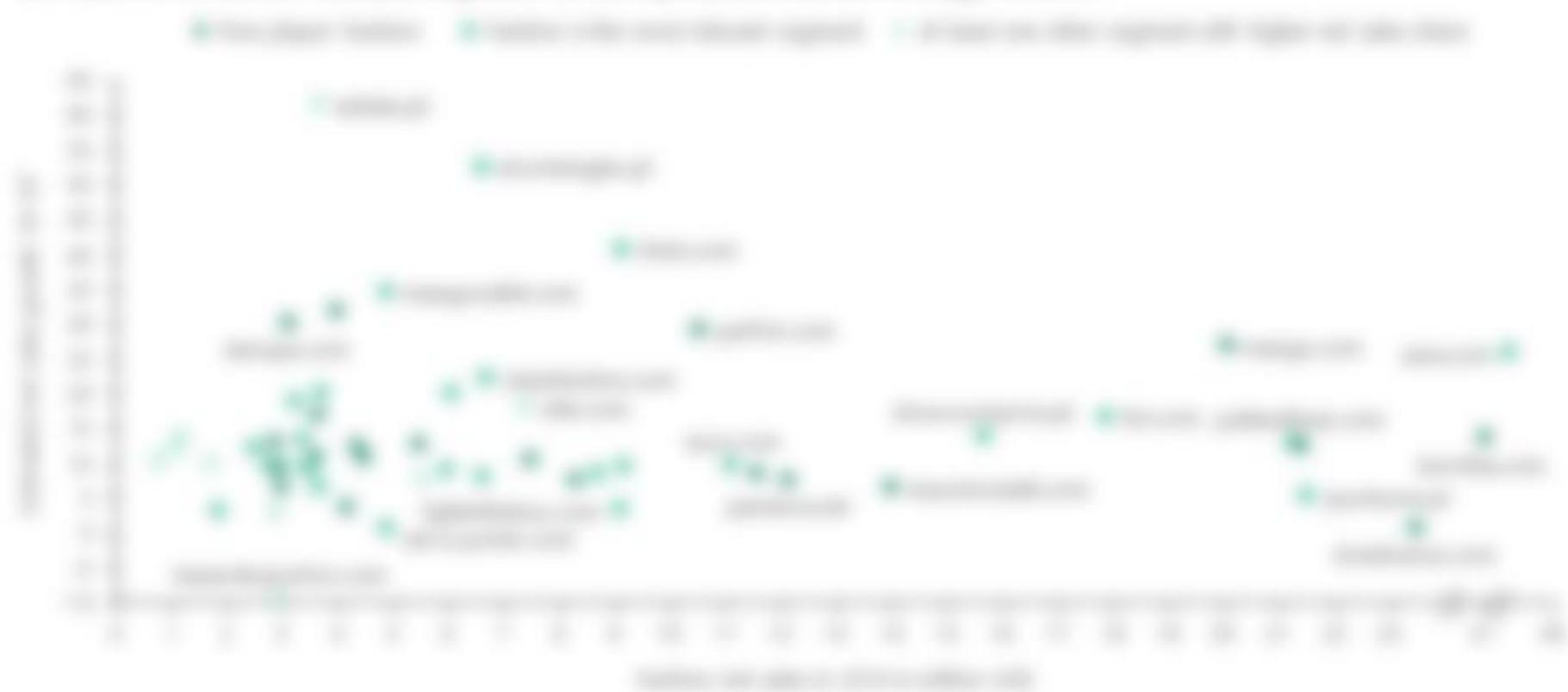
Category	Amazon.com	Amazon.com	Amazon.com	Amazon.com	Amazon.com
Electronics	1	1	1	1	1
Books	2	2	2	2	2
Home & Kitchen	3	3	3	3	3
Video Games	4	4	4	4	4
Music	5	5	5	5	5

1. The comparison of Portuguese categories shows that there is a strong correlation between the top 5 Amazon.com categories and the top 5 Portuguese categories in the top 5 Amazon.com categories.

Portuguese fashion: adidas.pt leads in terms of growth while zara.com is the largest player

by [Eduardo Sousa](#)

See also in the market: [market size and growth](#) | [top 10 fashion retailers in Portugal in 2019](#)



Portuguese Electronics & Media: castroelectronicapt leads in terms of growth

Castroelectronicapt leads in terms of growth

Castroelectronicapt leads in terms of growth



Portuguese Toys, Hobby & DIY: castroelectronic.pt leads in terms of growth



Portuguese Furniture & Appliances: castroelectronicapt leads in terms of growth



Portuguese Food & Personal Care: lookfantastic.pt leads in terms of growth

by [Eunice Mendes](#) | [10/05/2023](#)

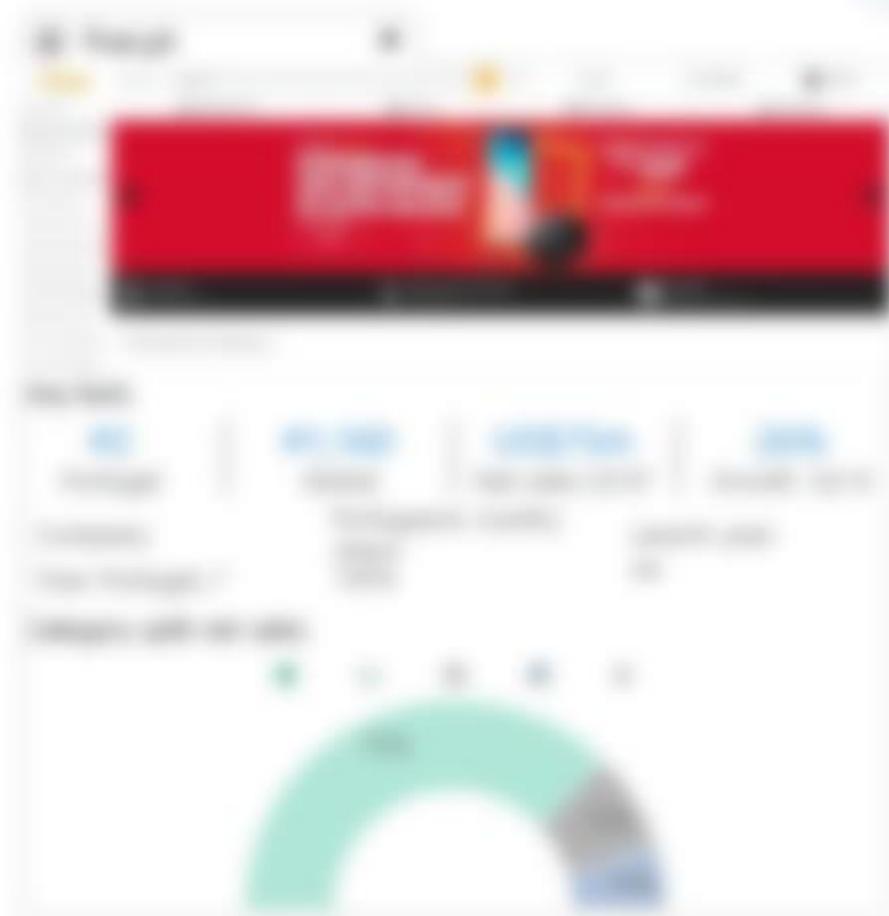
As a result of the Food & Personal Care market's overall growth, the top 10 Food & Personal Care brands in Portugal in 2022

1. lookfantastic.pt 2. L'Oréal Paris 3. Natura 4. L'Oréal Paris 5. L'Oréal Paris 6. L'Oréal Paris 7. L'Oréal Paris 8. L'Oréal Paris 9. L'Oréal Paris 10. L'Oréal Paris



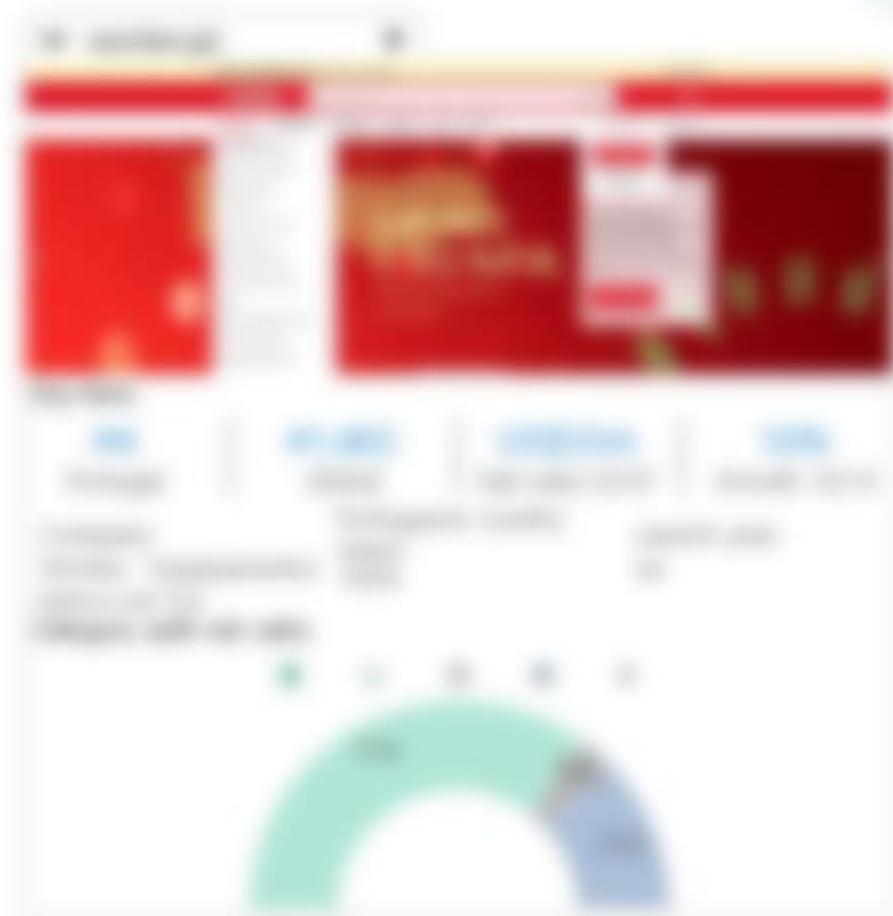
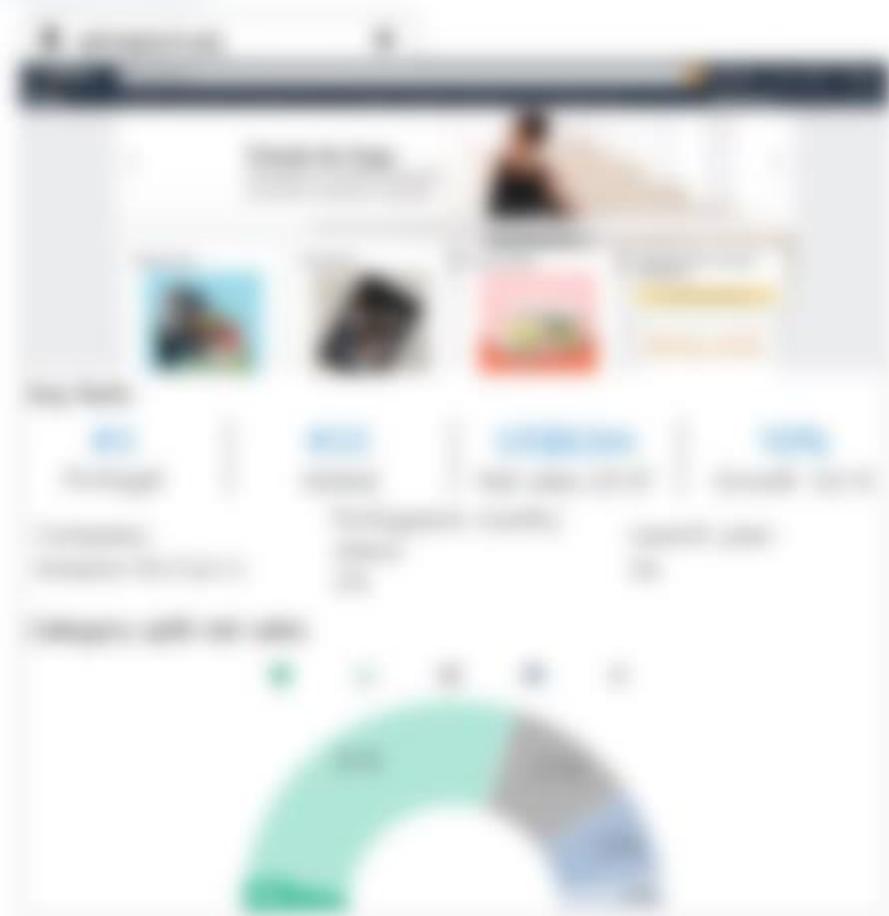
Store profiles for amazon.com and fnac.pt

by [@mattmcclellan](#) on [12/11/2014](#)



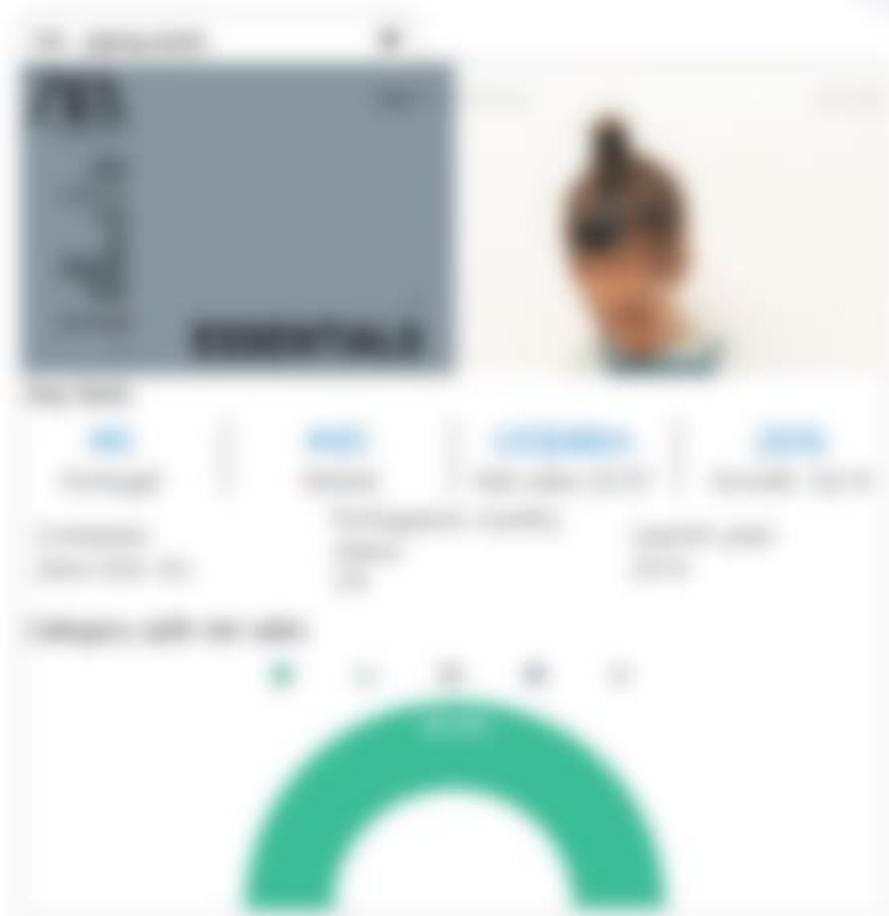
Store profiles for amazon.es and Worten.pt

by [@miguelpereira](#) on [twitter.com](#)



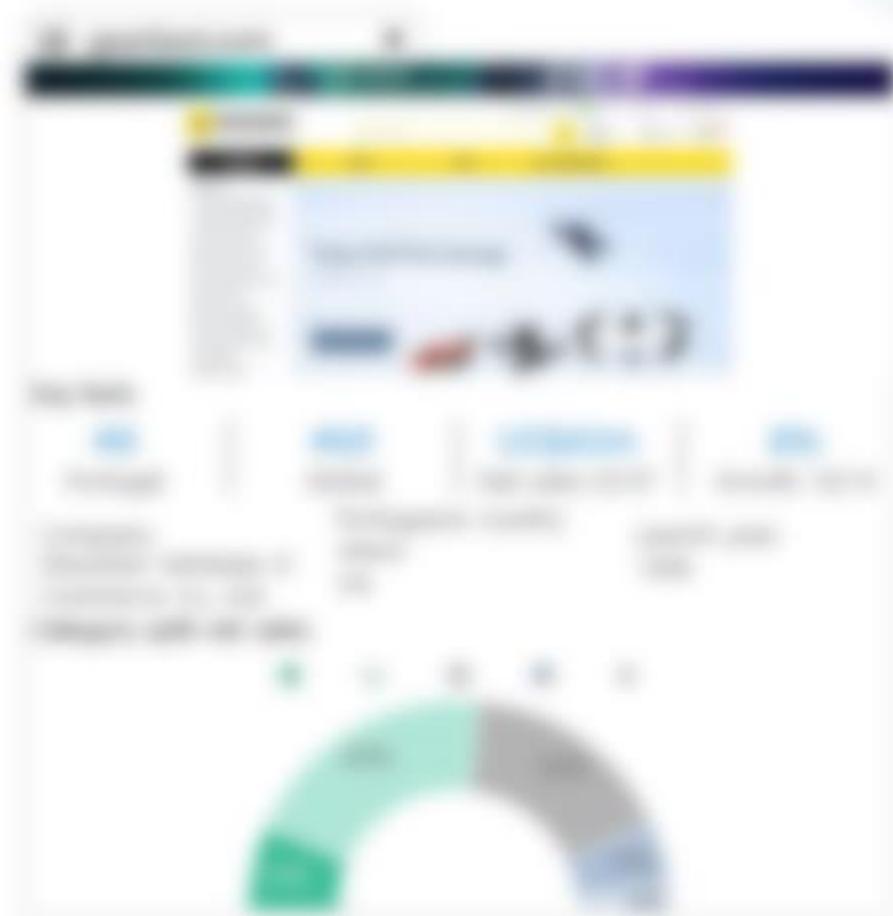
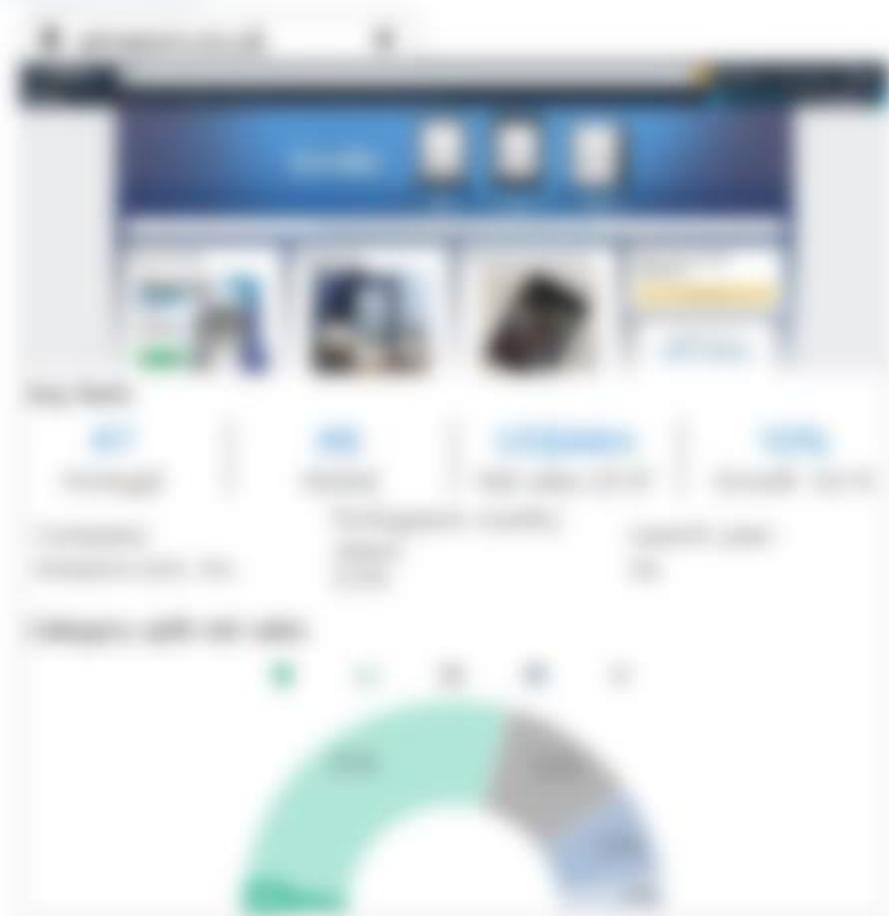
Store profiles for apple.com and zara.com

by [@mattmcclellan](#) on [Twitter](#)



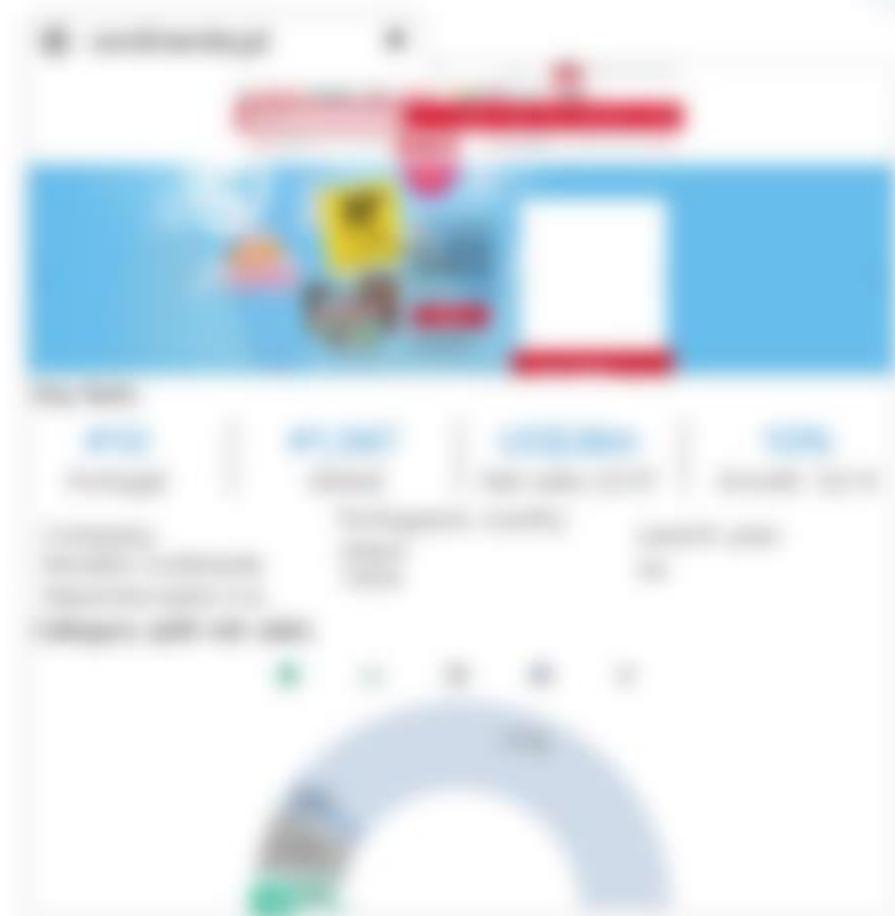
Store profiles for amazon.co.uk and gearbest.com

by [unreadable] [unreadable]



Store profiles for laredoute.pt and continente.pt

by [@miguelpereira](#) on [November 15, 2017](#)



Top 100 online stores by net sales in Portugal 2018

by e-commerce platform



Top 100 online stores by net sales in Portugal 2018

by Net Sales (€ million)

Rank	Store Name	Net Sales (€ million)
1	Amazon	1,200
2	Worten	450
3	Neto	350
4	Continente	300
5	Neto	250
6	Neto	200
7	Neto	150
8	Neto	100
9	Neto	80
10	Neto	60
11-100	Other stores	< 50

Rank	Store Name	Net Sales (€ million)
1	Amazon	1,200
2	Worten	450
3	Neto	350
4	Continente	300
5	Neto	250
6	Neto	200
7	Neto	150
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10	Neto	60
11-100	Other stores	< 50

Top 100 online stores by net sales in Portugal 2018

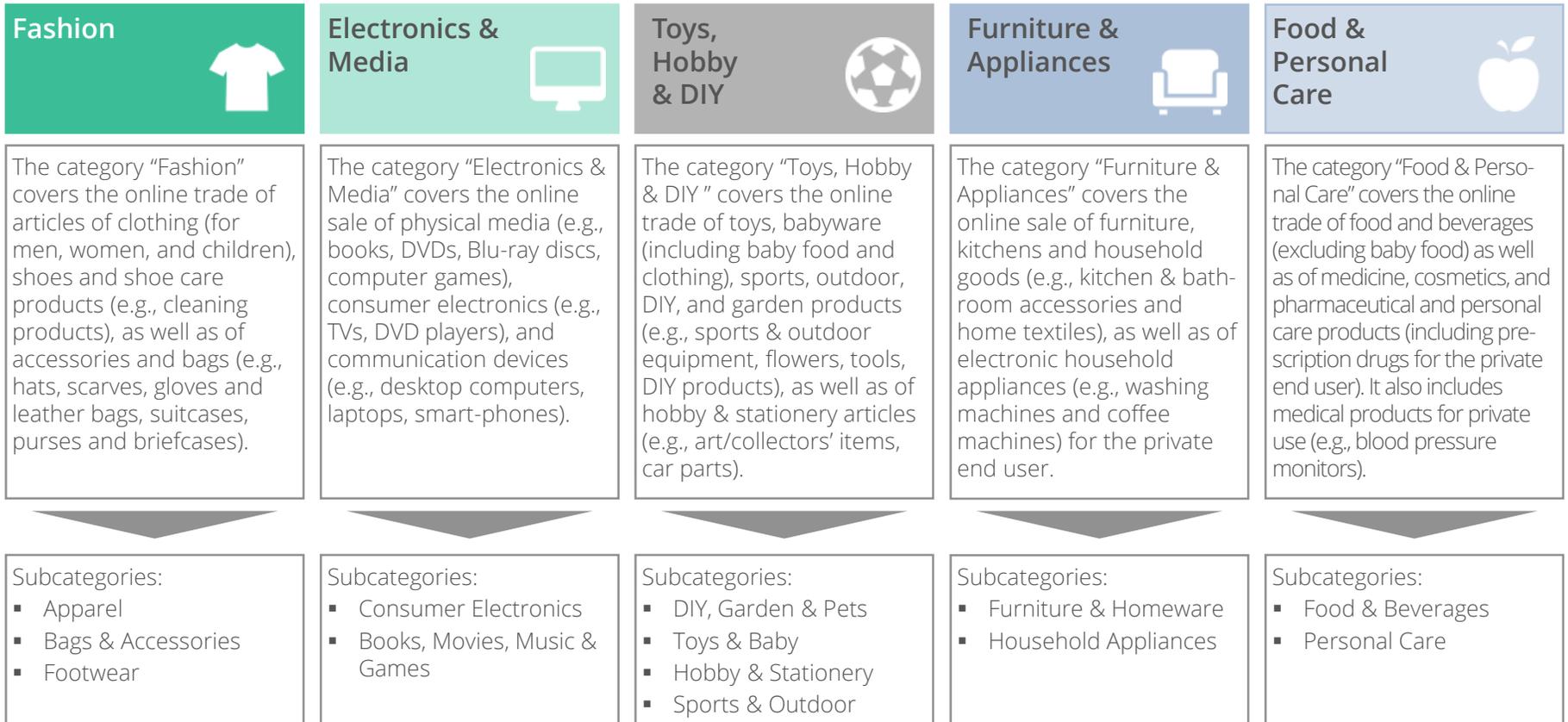
by Net Sales (in million euros)

Rank	Store Name	Net Sales (million euros)
1	Amazon	1,200
2	Worten	450
3	Neto	400
4	Continente	350
5	Neto	300
6	Neto	250
7	Neto	200
8	Neto	150
9	Neto	100
10	Neto	80
11	Neto	70
12	Neto	60
13	Neto	50
14	Neto	40
15	Neto	30
16	Neto	25
17	Neto	20
18	Neto	15
19	Neto	10
20	Neto	8
21	Neto	7
22	Neto	6
23	Neto	5
24	Neto	4
25	Neto	3
26	Neto	2
27	Neto	1
28	Neto	1
29	Neto	1
30	Neto	1
31	Neto	1
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98	Neto	1
99	Neto	1
100	Neto	1



Appendix

Category definitions



Definition of revenues and net sales

Definition of revenues in the eCommerce market

In-scope:

- Sale of physical goods to a private end user (B2C) via a digital channel
- Purchases via desktop computers (including notebooks) and purchases via mobile devices (e.g., smartphones)
- All monetary figures refer to the annual gross revenue

Out-of-scope:

- Digital media (e.g., music downloads or eBooks)
- Digitally distributed services (e.g., plane tickets)
- Digitally distributed goods in business-to-business (B2B) markets
- Digital purchase or resale of used, defective, or repaired goods (reCommerce)
- All monetary figures do not factor in shipping costs

Definition of online stores' net sales

- eCommerce net sales are defined as the amount of first-party sales generated by a specific online store on domain level (i.e., amazon.com and amazon.de remain separate) after the deduction of returns, allowances for damaged or missing goods, and any discounts allowed
- If an online shopping website also offers a marketplace shop on a site like eBay or Amazon, the resulting revenue is included in the store's eCommerce net sales
- If there are any business-to-business (B2B) revenues generated by a given online store, these will also be included
- Only online stores with a focus on private end users (B2C) will be considered for our database and in this report, i.e., stores with a B2B share of less than 50%
- In this study, we often refer to "Portuguese net sales", meaning that only eCommerce net sales generated in Portugal are taken into account. If a website also ships to other countries, sales generated with these shipments are not considered in this figure

About the ecommerceDB

The toolbox for all eCommerce-relevant questions

ecommerceDB.com offers direct access to URL-related revenue information together with forecasts, customizable top, country, region and category rankings, KPI analyses, and extensive eCommerce-relevant contact information to over 20,000 online stores.



In-depth analysis for over 20,000 online store URLs



Adjustable top, category, country & region rankings



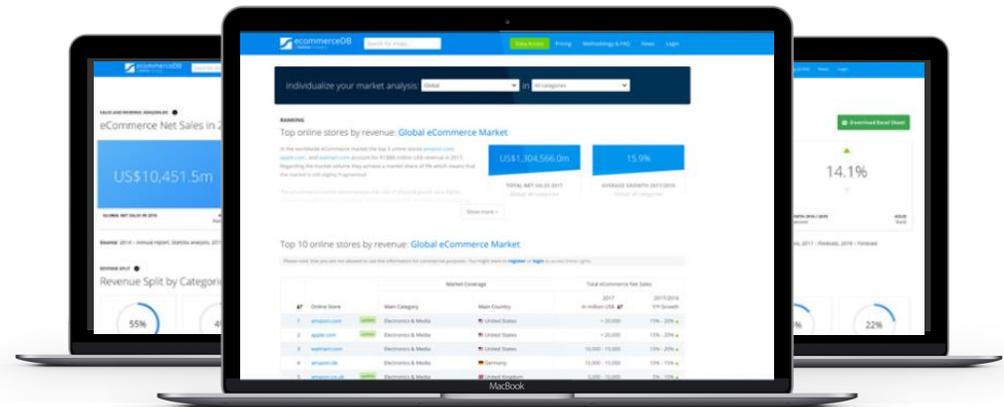
Download shop profiles for seamless processing



Direct contact to our eCommerce analysts



Find out more on ecommercedb.com



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About the Statista Digital Market Outlook

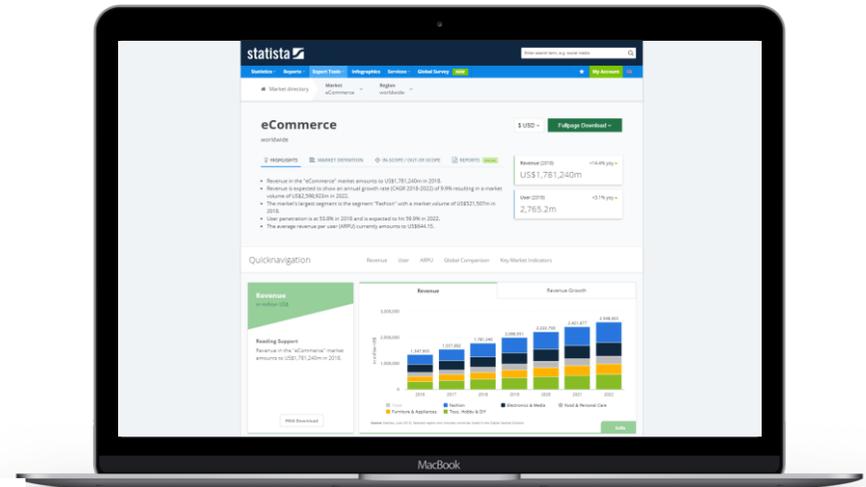


90+ markets
150+ regions
8 years (2017-2024)
30,000+ interactive statistics

The **Digital Market Outlook** presents up-to-date figures on markets in the digital economy. The comparable key figures are based on extensive analyses of relevant indicators from the areas of society, economy, and technology.

*What is the size of the eCommerce fashion market in Spain?
How many connected cars are already on the road in China?*

The answers to these and many more questions can be found in Statista's Digital Market Outlook. It provides forecasts, detailed market insights, and key indicators for the digital economy.



 Seven digital verticals: eCommerce, Smart Home, Digital Media, eServices, FinTech, Digital Advertising, eHealth

 Direct access & downloads, fully integrated into the Statista database

 Market insights, forecasts and key performance indicators

 Outlook reports with segment-specific topics (top companies, trends, deep dives)

Find out more on www.statista.com/outlook/digital-markets

About the Statista Global Consumer Survey



50+

topics & industries

55

countries

6,500+

int. brands

700,000+

consumers

The **Statista Global Consumer Survey** offers a global perspective on consumption and media usage, covering the offline and online world of the consumer. It is designed to help marketers, planners and product managers understand consumer behavior and consumer interactions with brands.

- Cross-tabulation
- Customized target groups
- Trend and country comparisons
- Export in Excel (CSV) or PowerPoint format



Marketing & social media



Finance & insurance



eCommerce & retail



Health



Food & nutrition



Housing & household equipment



Internet & devices



Travel



Media & digital media



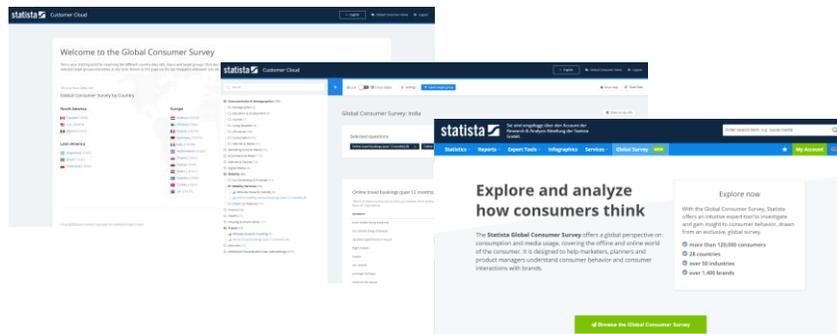
Services & eServices



Mobility



Characteristics & demographics



Find out more on www.statista.com/customercloud/global-consumer-survey

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Questions? Please write us an email to reports@ecommerceDB.com
