



Euromonitor  
International

# Appliances and Electronics Specialists in Portugal

March 2025

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KEY DATA FINDINGS

2024 DEVELOPMENTS

Appliances and electronics specialists manage only marginal value sales  
Worten maintains its leading position  
Independent and smaller players struggle

PROSPECTS AND OPPORTUNITIES

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A dynamic competitive environment will continue  
Personalised customer experience, added valued services, and in-store enhancements will boost sales

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OPERATING ENVIRONMENT

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