



Euromonitor
International

Apparel and Footwear Specialists in Portugal

March 2025

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KEY DATA FINDINGS

2024 DEVELOPMENTS

Apparel and footwear specialists face steep declines due to consumers' evolving shopping behaviours
Inditex strategically re-balances its omnichannel offer
A fiercely competitive environment challenges players to evolve

PROSPECTS AND OPPORTUNITIES

A return to small positive sales expected, as retailers enhance their in-store experiences
Technology will continue to shape the modern shopping experience
Sustainability will become increasingly important

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OPERATING ENVIRONMENT

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- **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/apparel-and-footwear-specialists-in-portugal/report.