

Portugal

Population - 10.2 million
Capital - Lisbon
Currency - Euro
Main language - Portuguese



3,448.9m
USD

The eCommerce revenue in Portugal amounted to 3,448m USD in 2020

80.2%

With a share of 80% the eCommerce market generated the highest revenue in the Portuguese digital sector 2020

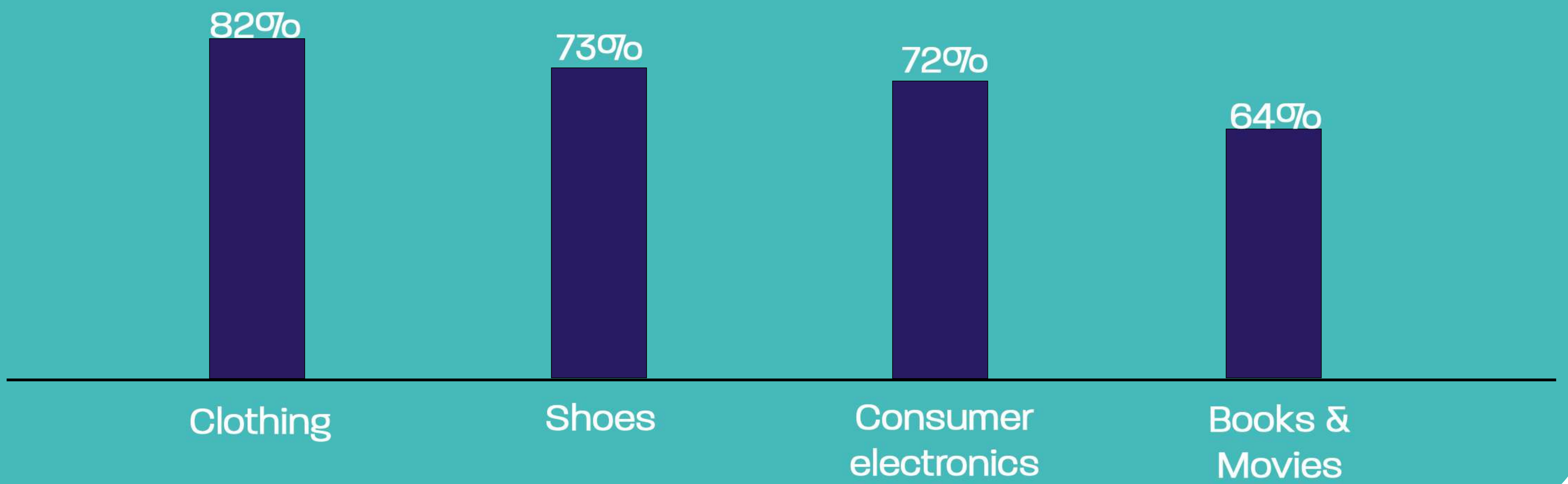
6.2%

Portugal's eCommerce revenues are expected to have a positive annual average growth of 6.2% by 2025

4,649.6m
USD

The Portuguese eCommerce market is expected to reach a market volume of 4,649m USD by 2025

Sectors Portugese consumers are most interested in...



The most successful online shops are...

- * Worten.pt
- * Elcorteingles.pt
- * Zara.com

Other retailers include: Continente.pt, Amazon.es & Apple.com

Shipping methods offered by leading online retailers...

- * Click & Collect
- * CTT Correios De Portugal
- * DPD

Other Shipping methods include: Chronopost, GLS & DHL

5m

The amount of Portuguese eCommerce users as of 2021 was 5m

3bn
(USD)

The net sales of the Portuguese eCommerce market in 2020 was 3bn USD

96%

The market volume of the top 5 Portuguese stores has increased by 96% since 2018