



Euromonitor
International

Direct Selling in Portugal

July 2026

Table of Contents

[Direct Selling in Portugal - Category analysis](#)

KEY DATA INSIGHTS

2025 DEVELOPMENTS

Direct Selling Summary

KEY INDUSTRY TRENDS

Chart 1 - Key Industry Trends for Direct Selling

INDUSTRY PERFORMANCE

Direct Selling Continues to Struggle as the Competition Intensifies From E-Commerce and Specialist Retailers

An Omnichannel Approach Is Increasingly Essential for Consumer Reach and Retention

Chart 2 - Oriflame Installs Pop-Up at UBBO

Chart 3 - Value Sales 2020-2030

Chart 4 - Value Sales by Category 2025

WHAT'S NEXT?

Operators Pivot to Digital Platforms as Consumer Habits Evolve

Chart 5 - Analyst Insight for Direct Selling

Health and Beauty and Appliances and Electronics Players to Show Resilience through Hybrid Direct Selling Models

Chart 6 - Forecast Value Sales 2020-2030

Chart 7 - Forecast Value Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

Vorwerk Capitalises on Innovation to Strengthen Its Leadership

Chart 8 - Company Shares 2025

Chart 9 - Brand Shares 2025

ECONOMIC CONTEXT

Chart 10 - Economic Context for Direct Selling

Chart 11 - Real Gdp Growth 2020-2030

Chart 12 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 13 - Consumer Context for Direct Selling

Chart 14 - Population 2020-2030

Chart 15 - Population by Generation 2025

COUNTRY REPORTS DISCLAIMER

[Retail in Portugal - Industry Overview](#)

EXECUTIVE SUMMARY

Online Marketplace Platforms Reshape Value Dynamics While Convenience Retailers Enjoy Burgeoning Appeal

KEY DATA INSIGHTS

KEY INDUSTRY TRENDS

Chart 16 - Key Industry Trends for Retail

INDUSTRY PERFORMANCE

Online Marketplace Platforms Reshape Value Dynamics While Convenience Retailers Enjoy Burgeoning Appeal

Uber Direct and Leroy Merlin Drive Convenience as a Loyalty Benchmark

Chart 17 - Uber Direct and Leroy Merlin's Delivery Partnership

Chart 18 - Value Sales 2020-2030

Chart 19 - Value Sales by Category 2025

WHAT'S NEXT?

Rise of E-Commerce and Circularity to Redefine Shopping Experiences

Chart 20 - Analyst Insight for Retail

Grocery Retailers to Leverage Competitive Pricing and Convenience to Drive Strong Growth

Chart 21 - Forecast Value Sales 2020-2030

Chart 22 - Forecast Value Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

Modelo Continente Hipermercados Strengthens Position through Omnichannel Integration and Customer Engagement

Chart 23 - Continente Modelo Opens World's Largest Smart Store

Retail Innovation Is a Key Competitive Tool

Chart 24 - Mango Releases Mango Stylist

Chart 25 - Company Shares 2025

Chart 26 - Brand Shares 2025

OPERATING ENVIRONMENT

Informal Retail

Opening Hours for Physical Retail

Chart 27 - Standard Opening Hours by Channel Type 2025

Seasonality

Black Friday

Christmas

Back to School

Easter

ECONOMIC CONTEXT

Chart 28 - Economic Context for Retail

Chart 29 - Real Gdp Growth 2020-2030

Chart 30 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 31 - Consumer Context for Retail

Chart 32 - Population 2020-2030

Chart 33 - Population by Generation 2025

COUNTRY REPORTS DISCLAIMER

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/direct-selling-in-portugal/report.