



**Euromonitor
International**

Footwear in Portugal

February 2026

Table of Contents

KEY DATA FINDINGS

2025 DEVELOPMENTS

Tourism and sustainability offset move to lower-cost products

Chart 1 - Key Trends 2025

INDUSTRY PERFORMANCE

Footwear faces challenges including rising costs and other spending priorities

Sustainable innovations drive differentiation and creativity in footwear

Chart 2 - BioShoes4All: Boosting Sustainable Innovation in Portuguese Footwear

WHAT'S NEXT?

Brands likely to prioritise sustainability and innovation to drive growth

Collaborative projects and retail diversification expected to intensify the competition

Chart 3 - Analyst Insight

Digital transformation and personalisation set to redefine the footwear value proposition

COMPETITIVE LANDSCAPE

Itx Portugal extends its lead, with Erich Brodheim seeing a strong increase

New entrants from apparel and collaborations drive competition and differentiation

Chart 4 - Kiabi Expands into Children's Footwear with KiTChouN Collection

Smaller players emerge and target niche segments

Chart 5 - From Barebound to Retro Sports: Portugal's Footwear Evolution

Mergers and acquisitions reshape the dynamics and create opportunities

CHANNELS

Offline retail maintains its leadership, driven by apparel and footwear specialists

Retail e-commerce expands thanks to pure online players and omnichannel strategies

COUNTRY REPORTS DISCLAIMER

[Apparel and Footwear in Portugal - Industry Overview](#)

EXECUTIVE SUMMARY

Technological advances and value-driven consumption propel growth in apparel and footwear

KEY DATA FINDINGS

Chart 6 - Key Trends 2025

INDUSTRY PERFORMANCE

Low-cost retailers gain prominence amid economic constraints

Chart 7 - Primark Expands in Portugal, Reaching 14 Outlets by the End of 2025

Tourism drives retail investment and growth in luxury apparel and footwear

Chart 8 - Lanidor Opens a New Store in Alfama, Introducing a New Store Concept

Technology boosts efficiency and enhances the customer experience

Chart 9 - Parfois Partners with DXC Technology to Improve Customer Experience

WHAT'S NEXT?

Economic stabilisation and low-cost brands forecast to drive sustainable growth

The rise of resale will lead to greater competition for the primary market

Sustainability and communication set to shape the future of apparel and footwear

Chart 10 - Analyst Insight

COMPETITIVE LANDSCAPE

Itx Portugal maintains its lead, but fast fashion players drive growth
Sonae's divestment likely to reshape the competitive dynamics

CHANNELS

Offline retail leads, dominated by apparel and footwear specialists
Continued growth for retail e-commerce, with omnichannel retailing a growing trend

ECONOMIC CONTEXT

Chart 11 - Real GDP Growth and Inflation 2020-2030
Chart 12 - PEST Analysis in Portugal 2025

CONSUMER CONTEXT

Chart 13 - Key Insights on Consumers in Portugal 2025
Chart 14 - Consumer Landscape in Portugal 2025

COUNTRY REPORTS DISCLAIMER

SOURCES

Summary 1 - Research Sources

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/footwear-in-portugal/report.