



Health and Beauty Specialists in Portugal

July 2026

Table of Contents

Health and Beauty Specialists in Portugal - Category analysis

KEY DATA INSIGHTS

2025 DEVELOPMENTS

Health and Beauty Specialists Summary

KEY INDUSTRY TRENDS

Chart 1 - Key Industry Trends for Health and Beauty Specialists

INDUSTRY PERFORMANCE

Well's Launches New Premium, Sustainable Beauty Range in a Resilient Channel

Chart 2 - Well's Launches Exclusive NEUR|AÉ Line

Players Look to Experiential Locations as Benchmarks for Customer Engagement

Chart 3 - Value Sales 2020-2030

Chart 4 - Value Sales by Category 2025

WHAT'S NEXT?

Health and Beauty Specialists to Meet the Needs and Preferences of Consumers

Chart 5 - Analyst Insight for Health and Beauty Specialists

Specialist Retailers to Invest in Omnichannel Integration and Sustainability to Remain Competitive

Chart 6 - Forecast Value Sales 2020-2030

Chart 7 - Forecast Value Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

Well's Boosts Share with Digital Innovation and Partnerships

Chart 8 - Well's Opens Largest Beauty and Wellness Flagship in Chiado, Lisbon

Chart 9 - Company Shares 2025

Chart 10 - Brand Shares 2025

ECONOMIC CONTEXT

Chart 11 - Economic Context for Health and Beauty Specialists

Chart 12 - Real Gdp Growth 2020-2030

Chart 13 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 14 - Consumer Context for Health and Beauty Specialists

Chart 15 - Population 2020-2030

Chart 16 - 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 17 - 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 18 - Uber Direct and Leroy Merlin's Delivery Partnership

Chart 19 - Value Sales 2020-2030

Chart 20 - Value Sales by Category 2025

WHAT'S NEXT?

Rise of E-Commerce and Circularity to Redefine Shopping Experiences

Chart 21 - Analyst Insight for Retail

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

Chart 22 - Forecast Value Sales 2020-2030

Chart 23 - Forecast Value Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

Modelo Continente Hipermercados Strengthens Position through Omnichannel Integration and Customer Engagement

Chart 24 - Continente Modelo Opens World's Largest Smart Store

Retail Innovation Is a Key Competitive Tool

Chart 25 - Mango Releases Mango Stylist

Chart 26 - Company Shares 2025

Chart 27 - Brand Shares 2025

OPERATING ENVIRONMENT

Informal Retail

Opening Hours for Physical Retail

Chart 28 - Standard Opening Hours by Channel Type 2025

Seasonality

Black Friday

Christmas

Back to School

Easter

ECONOMIC CONTEXT

Chart 29 - Economic Context for Retail

Chart 30 - Real Gdp Growth 2020-2030

Chart 31 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 32 - Consumer Context for Retail

Chart 33 - Population 2020-2030

Chart 34 - 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/health-and-beauty-specialists-in-portugal/report.