

# CONSUMER TRENDS 2022

## PORTUGAL

Survey-derived data on emerging perceptions and behaviours of European consumers

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The data are not to be misused and are to be used exclusively for internal information.

The client receives only an internal right of use to the data of this study, i.e. he/she is **not authorised** to **transmit** data in the original form or in processed form to third parties outside her/his own company orally, in writing or by granting access, whether for payment, free of charge or in exchange.

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# METHODOLOGICAL ASPECTS

Data collection method	Online Interviews (CAWI)
Sample size	n=502
Target group	Population above 18 years old
Representativeness	Quota sampling according to sex and age
Sample structure and weighting factors	The sample structure as well as the weighting factors are calculated based on the newest data provided by the Statistics Portugal
Fieldwork period	24 – 27 October 2022
Survey area	all over continental Portugal

# METHODOLOGICAL ASPECTS – EUROPE

Data collection method	Online Interviews (CAWI)
Sample size	n=9.542
Target group	Population above 18 years old
Representativeness	Quota sampling according to sex and age
Sample structure and weighting factors	The sample structure as well as the weighting factors are calculated based on the newest data provided by the national statistical agency of the respective country
Fieldwork period	October – November 2022
Survey area	<p>All over the respective countries</p> <p>*France: all over Metropolitan France</p> <p>**Portugal: all over continental Portugal</p>

# SAMPLE STRUCTURE

	absolute	%		absolute	%
<b>TOTAL</b>	502	100	<b>Children under 15 in household</b>		
			Yes	155	32
			No	334	68
<b>GENDER</b>			<b>Household net income</b>		
Men	233	46	Up to 1.000€	83	17
Women	269	54	1.000€ - 2.000€	211	42
<b>AGE</b>			2.000€ - 3.000€	129	26
18 - 29 years	77	15	3.000€ or more	79	16
30 - 49 years	163	32	<b>Region of residence</b>		
50 years or older	263	52	Norte	164	33
<b>Place of residence</b>			Centro	118	24
Urban	292	58	Área Metropolitana de Lisboa	185	37
Periphery of a city	137	27	Alentejo	17	3
Rural	73	15	Algarve	18	4
<b>Online supermarket shopper</b>			<b>Education</b>		
Yes; "at least one or two times" up to "quite often"	299	60	Educação escola obrigatória	197	39
No, never	200	40	Bachelorato	47	9
<b>Consumption of alternatives and substitutes</b>			Formação profissional(FP) Módulo Médio-Superior	78	16
Yes; at least from one product category and at least sometimes	313	62	Carreira universitária	166	33
Rarely to not at all / rejects product categories completely	189	38	Doutorado	12	2
<b>Mostly responsible for shopping</b>					
Yes	240	48			
No	20	4			
Yes, together with another person(s)	242	48			
<b>Household size</b>					
1 person	56	11			
2 persons	134	27			
3 persons	149	30			
4 persons or more	163	32			

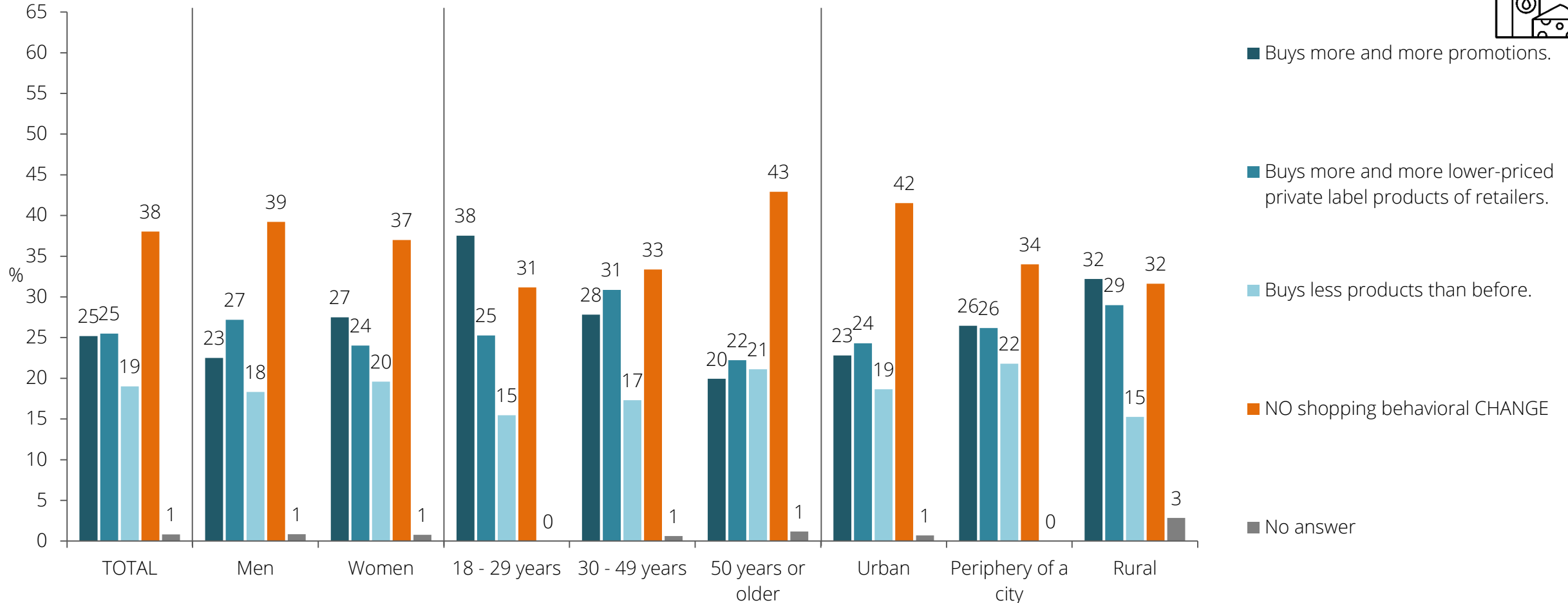
# SAMPLE STRUCTURE – EUROPE

	absolute	%		absolute	%
TOTAL	9.542	100	Children under 15 in household		
			Yes	2.999	33
			No	6.389	67
<b>GENDER</b>					
Men	4.606	48			
Women	4.936	52			
<b>AGE</b>					
18 - 29 years	1.519	16			
30 - 49 years	3.223	34			
50 years or older	4.802	50			
<b>Place of residence</b>					
Urban	5.517	61	<b>Country of residence</b>	<b>n =</b>	
Periphery of a city	1.801	19	Austria	1.005	
Rural	2.009	20	Bosnia and Herzegovina	501	
<b>Online supermarket shopper</b>			Bulgaria	502	
Yes; "at least one or two times" up to "quite often"	4.739	51	Croatia	501	
No, never	4.732	49	Czech Republic	502	
<b>Consumption of alternatives and substitutes</b>			France	505	
Yes; at least from one product category and at least sometimes	5.712	60	Germany	1.002	
Rarely to not at all / rejects product categories completely	3.830	40	Greece	503	
<b>Mostly responsible for shopping</b>			Hungary	503	
Yes	4.624	47	Italy	502	
No	431	4	Poland	501	
Yes, together with another person(s)	4.487	48	Portugal	502	
<b>Household size</b>			Romania	503	
1 person	1.499	14	Serbia	503	
2 persons	2.941	30	Slovakia	503	
3 persons	2.473	27	Slovenia	501	
4 persons or more	2.627	29	Spain	503	

# SHOPPING BEHAVIOUR CHANGES – PRODUCTS – MILK PRODUCTS AND DAIRIES

Question: During the last months, the prices of food and other daily use products increased. What impact, if any, do price increases have on your shopping behaviour regarding the following product categories?

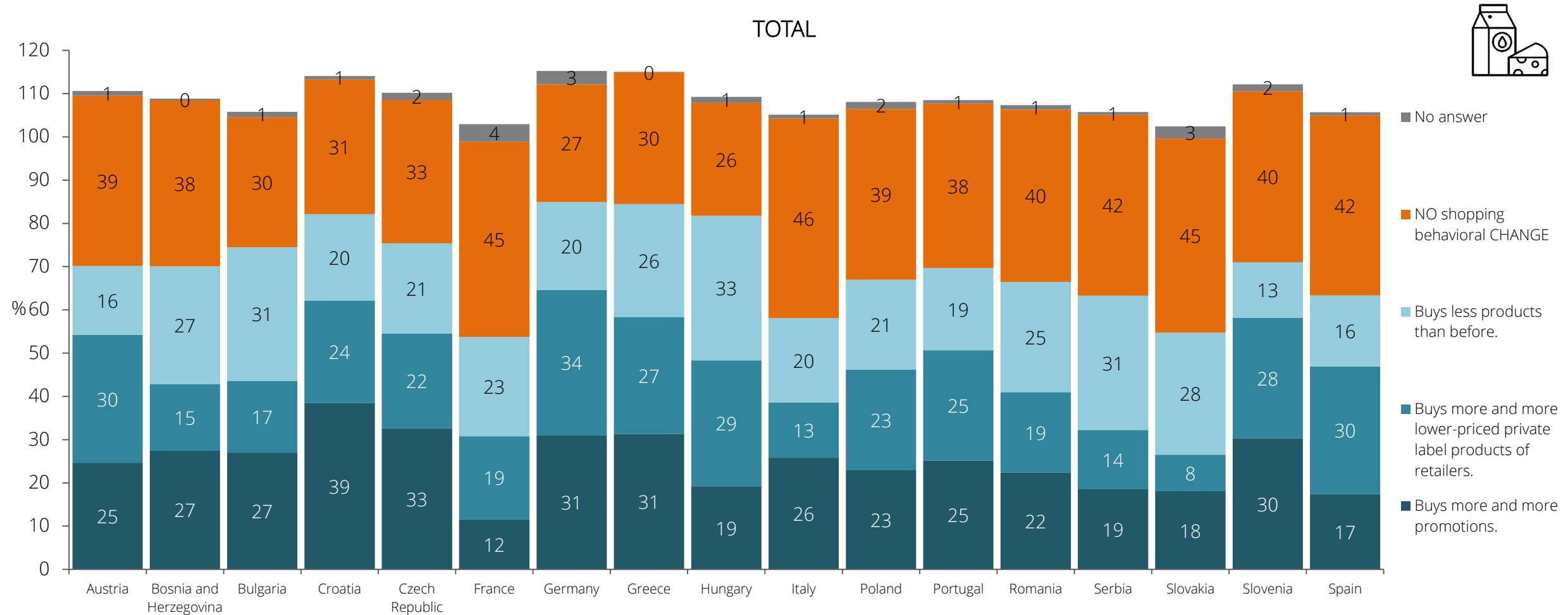
Key sociodemographic characteristics



Basis: all survey participants (n=502) // Note: multiple answers per product category possible; answer option "My shopping behaviour regarding this category of products did NOT change." is exclusive.

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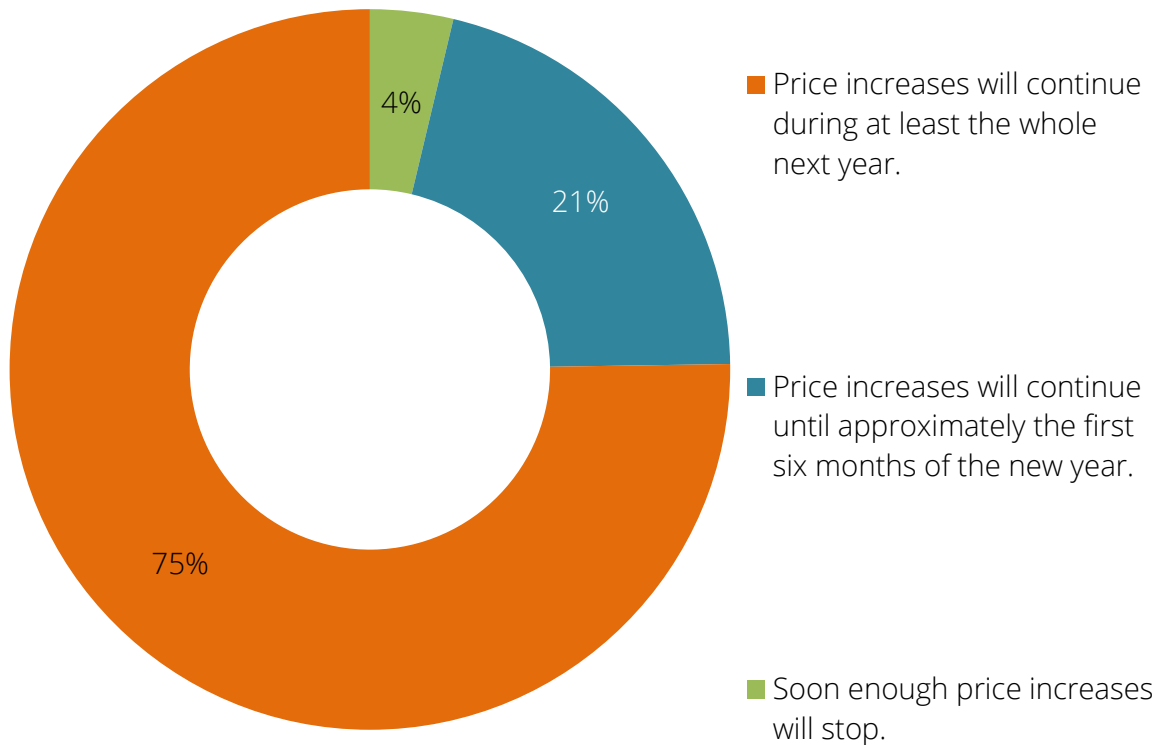


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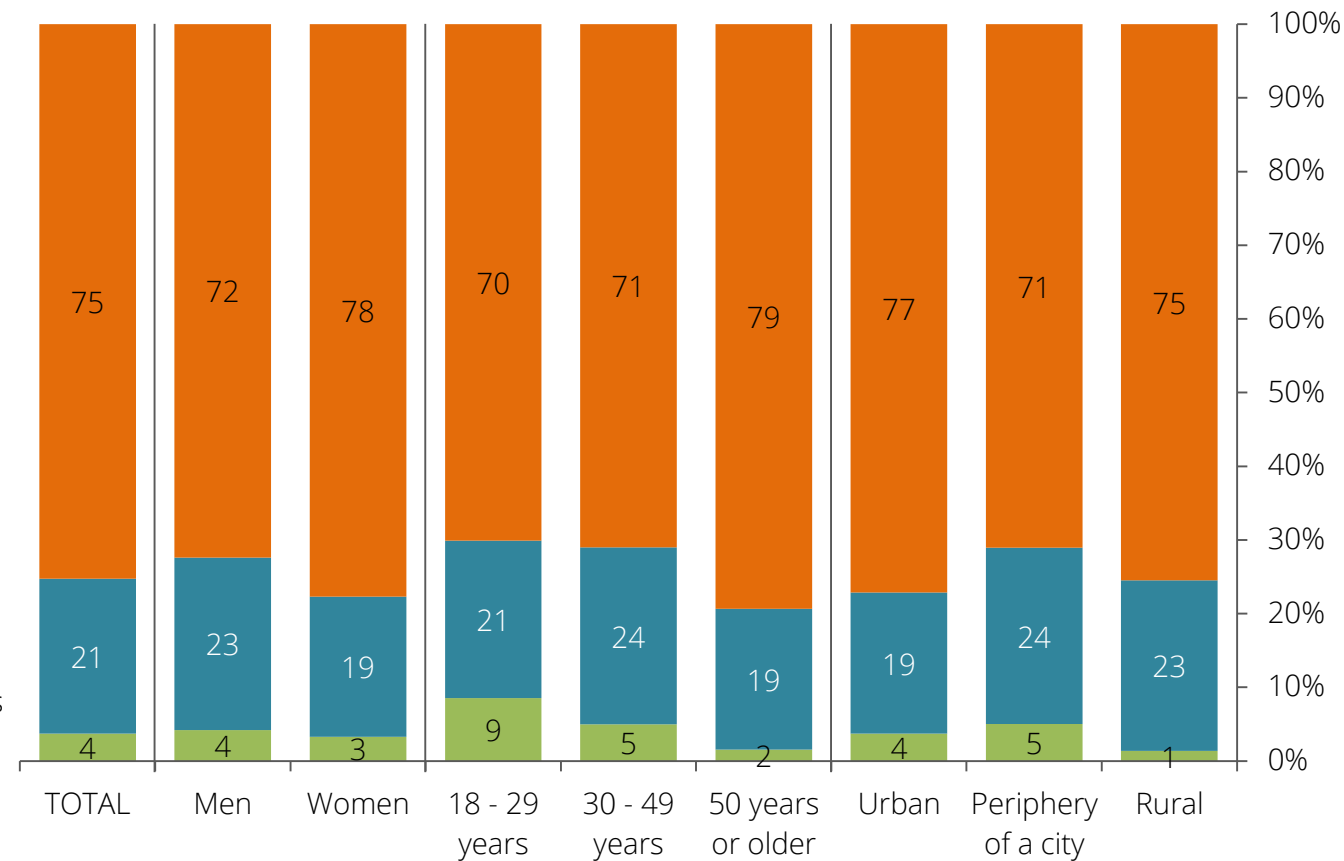
# DURATION OF PRICE INCREASES

Question: Which of the following statements reflects best your opinion regarding the duration of the period of price increases of food and other daily use products?

TOTAL



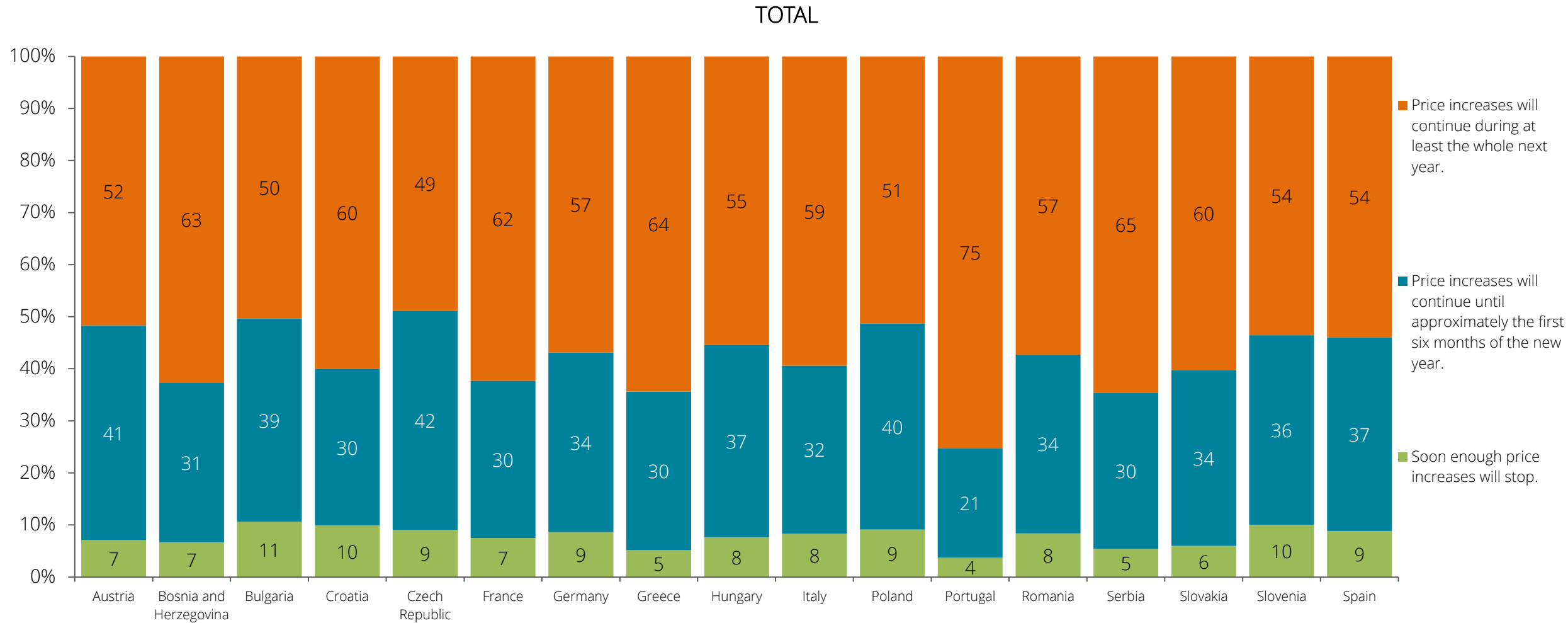
Key sociodemographic characteristics



Basis: all survey participants (n=502) // Note: one answer possible.

# DURATION OF PRICE INCREASES

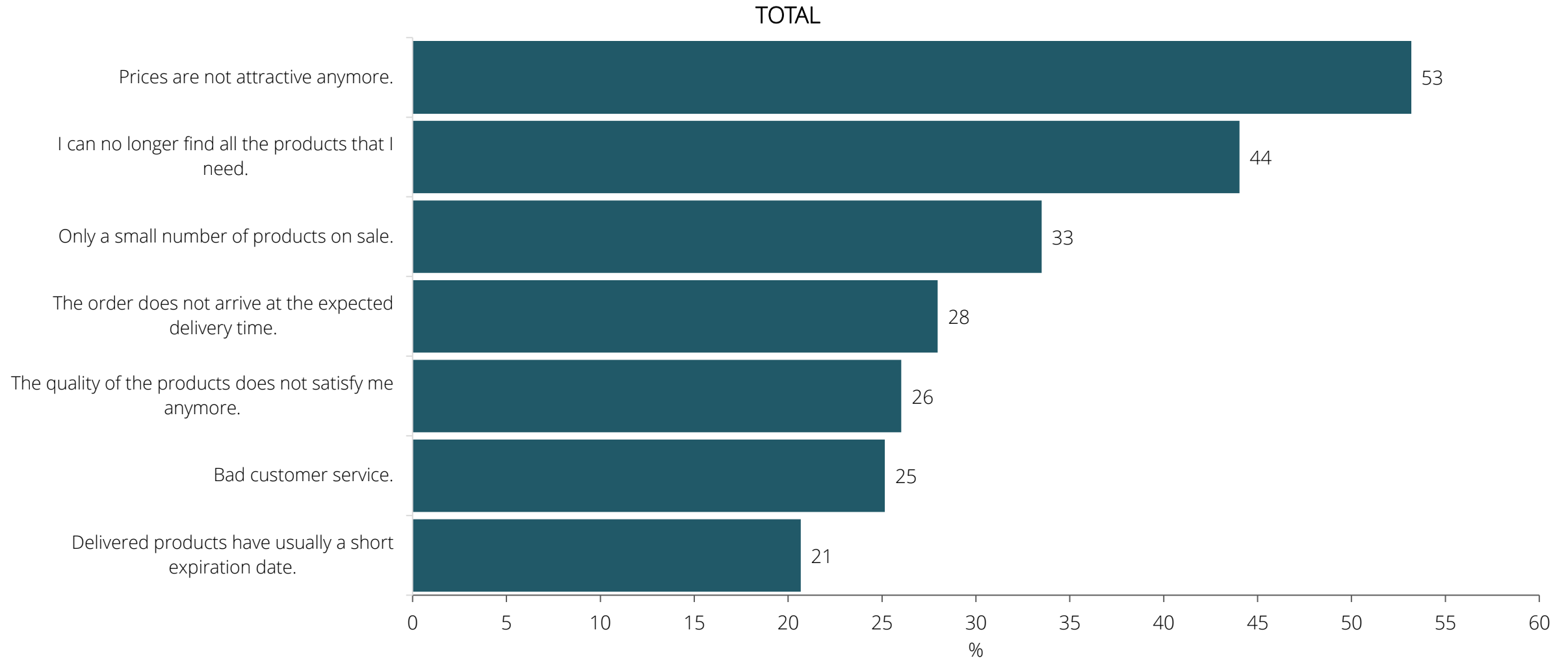
Question: Which of the following statements reflects best your opinion regarding the duration of the period of price increases of food and other daily use products?



Basis: all survey participants (n=9.542) // Note: one answer possible.

# REASONS TO CHANGE ONLINE SUPERMARKET

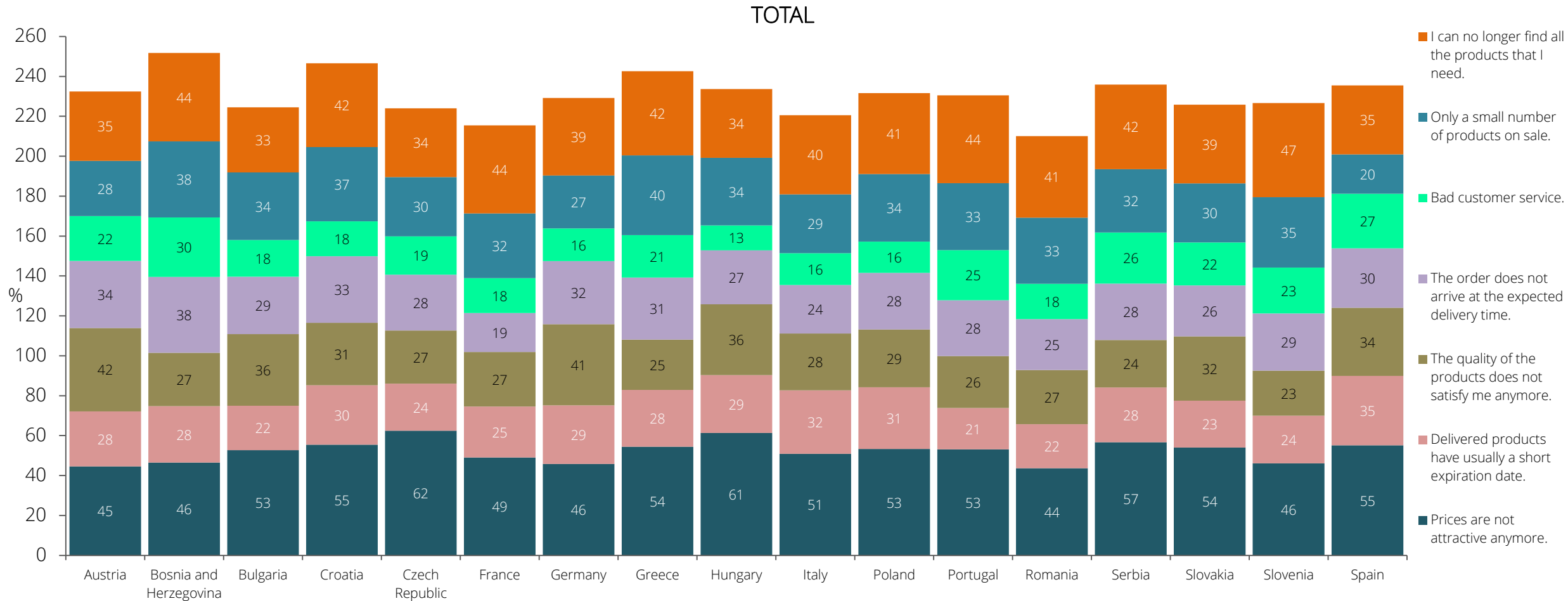
Question: Independently of whether you have ordered from an online supermarket or not, which of the following reasons would be the THREE most important ones to start looking for another online supermarket?



Basis: all survey participants (n=502) // Note: up to 3 answers possible.

# REASONS TO CHANGE ONLINE SUPERMARKET

Question: Independently of whether you have ordered from an online supermarket or not, which of the following reasons would be the THREE most important ones to start looking for another online supermarket?



Basis: all survey participants (n=9.542) // Note: up to 3 answers possible.

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