

MADE IN PORTUGAL

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Home Cluster

Housewares

Housewares include ceramics (utilitarian and decorative), glassware and crystal, cutlery, and metallic crockery. The importance of customisation and differentiation made us strongly committed to product design. We have a strong interest in export trade, with the U.S.A., Spain, France, Germany, the Netherlands, and Japan among our main consumer markets.

Our adaptability, innovation support and production flexibility have contributed towards our development, important competitive advantages that support our reputation worldwide.

With industries mostly located in central Portugal, our companies try to adapt to the international market in a structured way by positioning themselves coherently and unmistakably in terms of quality and by seeing sustainability as a fundamental and differentiating concern.

Industry trends:

- » Finding solutions that promote the use of technology to support the artisanal experience, increasing its excellence and notoriety;
- » Investment in original concepts based on sustainable criteria in terms of quality, durability, and design exclusivity;
- » Adoption of an international strategy in terms of integrating lifestyle solutions, obtaining recognition through trend setting;
- » An industry focused on creating efficient, modern, and innovative organisations that are strongly committed to their social and environmental responsibilities;
- » Enforcement of strict research and development criteria to analyse and invest on the best and most appropriate solutions in terms of use, function, and ergonomics, combining functionality with sophistication.

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Furniture and Lighting

The furniture industry has gained international recognition through its differentiating factors and investment in product design. A well-established sector with years of experience, it has achieved such a position through the creation of unique pieces, setting itself apart for its exclusivity in the international market. Portuguese furniture goods are particularly sought after in the French, Spanish, North American, and British markets.

The lighting industry has invested in innovation and customisation as its differentiating factors. Its continuous development has been supported by technical know-how and the need to surprise, which has led to sustained growth focused on consumer needs.

The sector invests in exclusive clients in France, the U.K., Germany, and the U.S.A., to name a few.

With industries mostly located in north and central Portugal, both sectors have a growing and noteworthy international presence, responding to market needs quickly and effectively by adapting their product offer to consumer demands.

Industry trends:

- » Investment in differentiation, quality, design, and a personalised service;
- » Promoting competitiveness through communication to create a dynamic and flexible industry;
- » Combining different styles to create pieces that set themselves apart for their attention to detail and authenticity;
- » Collaborating with the technological and scientific sector to find solutions that combine comfort and design;
- » Basing its business model on customer satisfaction;
- » Upholding values such as precision, sophistication, versatility, and exclusivity, combining tradition and modernity;
- » Assuming the role of a sustainable industry by meeting strict criteria for environmental efficiency;
- » Finding new solutions to ensure the continuity of more traditional trade relations by investing in the use of technology, communication models, and e-commerce;
- » Brand-oriented communication strategy.

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Home textiles

With an industry mostly located in Porto and the north of Portugal, the home textile sector has seen significant market growth due to strong investments in differentiation through product innovation. A well-established sector with years of experience, the home textile industry is known for its quality and resilience, with a wide range of products which are adapted and focused on consumer needs. Its development is sustained by product innovation, having gained notoriety in international markets such as the U.S.A., Spain, France, and the U.K.

Industry trends:

- » Unexpected resilience and adaptability;
- » Investment in technical expertise in combination with technology and innovation, cooperating and collaborating with universities and research institutes;
- » Growth based on the promotion of goods and services, evolving management processes, and knowledge investment;
- » Finding dynamic and consumer-oriented solutions;
- » Focus on sustainable and environmentally efficient solutions;
- » Strong interest in export trade based on quality, design, innovation, flexibility, and responsiveness.

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The development of these sectors is based on:

- » The ability to develop new products;
- » The reputation of the MADE IN PORTUGAL brand;
- » Customisation;
- » Finding new solutions through the integration of several raw materials;
- » Introducing technology to promote efficiency and competitiveness;
- » Design;
- » Investment in communication strategies to show and promote the sustainability and environmental concerns of these industries.



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