

Beer in Portugal

Market Direction | 2022-07-07 | 31 pages | Euromonitor

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Report description:

Beer saw a recovery in volume sales in 2021 as on-trade restrictions subsided in the second half of the year. The rebound in tourism and a long, hot summer saw more people socialising, travelling and doing outdoor activities away from the home supporting on-trade establishments. Nonetheless, volume sales did not manage to achieve the pre-pandemic highs seen in 2019, as restrictions remained in place during the first half of the year. The absence of music festivals, Portuguese festivities and pop...

Euromonitor International's Beer in Portugal report offers a comprehensive guide to the size and shape of the market at a national level. It provides the latest retail sales data (2017-2021), allowing you to identify the sectors driving growth. It identifies the leading companies, the leading brands and offers strategic analysis of key factors influencing the market - be they legislative, distribution or pricing issues. Forecasts to 2026 illustrate how the market is set to change.

Product coverage: Dark Beer, Lager, Non/Low Alcohol Beer, Stout.

Data coverage: market sizes (historic and forecasts), company shares, brand shares and distribution data.

Why buy this report?

- * Get a detailed picture of the Beer market;
- * Pinpoint growth sectors and identify factors driving change;
- * Understand the competitive environment, the market's major players and leading brands;
- * Use five-year forecasts to assess how the market is predicted to develop.

Euromonitor International has over 40 years' experience of publishing market research reports, business reference books and online information systems. With offices in London, Chicago, Singapore, Shanghai, Vilnius, Dubai, Cape Town, Santiago, Sydney, Tokyo and Bangalore and a network of over 800 analysts worldwide, Euromonitor International has a unique capability to develop reliable information resources to help drive informed strategic planning.

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Euromonitor International
July 2022

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BEER IN PORTUGAL

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On-trade helps beer return to positive volume growth
Shift to off-trade encourages trading up to premium beers
Limited relevance of non-alcoholic beer

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