

Spirits in Portugal

Market Direction | 2022-07-07 | 34 pages | Euromonitor

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Report description:

After a sharp decline in 2020, the spirits category managed to recover part of its volume sales loss, but totals were still far from the pre-pandemic levels. As with beer and wine, the spirits category is highly dependent on the on-trade. Despite consumer's new affection for drinking at home, the recovery in tourism and a return to out of home activities had a positive impact on the recovery of the on-trade volume sales. Restaurants and cafes reopened in April 2021 but with limited number of con...

Euromonitor International's Spirits 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: Brandy and Cognac, Liqueurs, Non Alcoholic Spirits, Other Spirits, Rum, Tequila (and Mezcal), Whiskies, White Spirits.

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

Why buy this report?

- * Get a detailed picture of the Spirits 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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SPIRITS IN PORTUGAL

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2021 DEVELOPMENTS

Spirits bounces back as restriction ease and tourism returns

Pernod Ricard launches two new low alcohol spirits

Spirits performance affected by relevance in on-trade vs off-trade

PROSPECTS AND OPPORTUNITIES

Spirits manufacturers to focus on off-trade even as on-trade recovers

Supply restrictions and taxes may put upwards on average prices

Low-alcohol faces stronger potential compared to non-alcoholic options

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ALCOHOLIC DRINKS IN PORTUGAL

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EXECUTIVE SUMMARY

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2021 key trends

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