

Juice in Portugal

Market Direction | 2022-11-28 | 30 pages | Euromonitor

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Report description:

Healthier lifestyles are becoming increasingly trendy in Portugal, exerting an influence across a wide range of product categories within soft drinks and beyond. The soft drinks market is seeing demand for healthier products such as 100% juice drinks and nectars rise to the detriment of sugary carbonates and concentrates, notwithstanding the former's higher average prices. The trend is fuelling the rising demand seen in the juices category in 2022, especially in off-trade channels, which continu...

Euromonitor International's Juice 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, packaging or pricing issues. Forecasts to 2026 illustrate how the market is set to change.

Product coverage: 100% Juice, Coconut and Other Plant Waters, Juice Drinks (up to 24% Juice), Nectars (25-99% Juice).

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

Why buy this report?

- * Get a detailed picture of the Juice 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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