

## **RTD Tea in Portugal**

Market Direction | 2022-11-28 | 29 pages | Euromonitor

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### **Report description:**

Total volume sales of RTD tea are set to decline in 2022, despite the strong recovery of on-trade sales during the year. While Portuguese consumers looked to bring a variety of out-of-home experiences to their homes during the COVID-19 crisis, RTD tea proved unable to develop off-trade sales with the same strength as other categories. This is in part because the category has been negatively impacted by the rise in consumer health awareness and, particularly, growing concerns about the health eff...

Euromonitor International's RTD Tea 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: Carbonated RTD Tea and Kombucha, Still RTD Tea.

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

Why buy this report?

- \* Get a detailed picture of the RTD Tea 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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## Table of Contents:

RTD Tea in Portugal  
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### List Of Contents And Tables

#### RTD TEA IN PORTUGAL

##### KEY DATA FINDINGS

##### 2022 DEVELOPMENTS

RTD tea loses volume sales in 2022

Reduced sugar products leading innovation in still RTD Tea

Kombucha gaining attention

##### PROSPECTS AND OPPORTUNITIES

Further off-trade decline

Reduced sugar and kombucha to grow over the forecast period

Private label likely to continue to dominate off-trade sales

##### CATEGORY DATA

Table 1 Off-trade Sales of RTD Tea by Category: Volume 2017-2022

Table 2 Off-trade Sales of RTD Tea by Category: Value 2017-2022

Table 3 Off-trade Sales of RTD Tea by Category: % Volume Growth 2017-2022

Table 4 Off-trade Sales of RTD Tea by Category: % Value Growth 2017-2022

Table 5 Leading Flavours for Off-trade RTD Tea: % Volume 2017-2022

Table 6 NBO Company Shares of Off-trade RTD Tea: % Volume 2018-2022

Table 7 LBN Brand Shares of Off-trade RTD Tea: % Volume 2019-2022

Table 8 NBO Company Shares of Off-trade RTD Tea: % Value 2018-2022

Table 9 LBN Brand Shares of Off-trade RTD Tea: % Value 2019-2022

Table 10 □Forecast Off-trade Sales of RTD Tea by Category: Volume 2022-2027

Table 11 □Forecast Off-trade Sales of RTD Tea by Category: Value 2022-2027

Table 12 □Forecast Off-trade Sales of RTD Tea by Category: % Volume Growth 2022-2027

Table 13 □Forecast Off-trade Sales of RTD Tea by Category: % Value Growth 2022-2027

#### SOFT DRINKS IN PORTUGAL

##### EXECUTIVE SUMMARY

Soft drinks in 2022: The big picture

2022 key trends

Competitive landscape

Retailing developments

Foodservice vs retail split

What next for soft drinks?

##### MARKET DATA

Table 14 Off-trade vs On-trade Sales of Soft Drinks (RTD) by Channel: Volume 2017-2022

Table 15 Off-trade vs On-trade Sales of Soft Drinks (RTD) by Channel: % Volume Growth 2017-2022

Table 16 Off-trade vs On-trade Sales of Soft Drinks by Channel: Value 2017-2022

Table 17 Off-trade vs On-trade Sales of Soft Drinks by Channel: % Value Growth 2017-2022

Table 18 Off-trade vs On-trade Sales of Soft Drinks (as sold) by Category: Volume 2021

Table 19 Off-trade vs On-trade Sales of Soft Drinks (as sold) by Category: % Volume 2021

Table 20 Off-trade vs On-trade Sales of Soft Drinks by Category: Value 2021

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Table 21 Off-trade vs On-trade Sales of Soft Drinks by Category: % Value 2021

Table 22 Off-trade Sales of Soft Drinks (RTD) by Category: Volume 2017-2022

Table 23 □Off-trade Sales of Soft Drinks (RTD) by Category: % Volume Growth 2017-2022

Table 24 □Off-trade Sales of Soft Drinks by Category: Value 2017-2022

Table 25 □Off-trade Sales of Soft Drinks by Category: % Value Growth 2017-2022

Table 26 □Sales of Soft Drinks by Total Fountain On-trade: Volume 2017-2022

Table 27 □Sales of Soft Drinks by Total Fountain On-trade: % Volume Growth 2017-2022

Table 28 □NBO Company Shares of Off-trade Soft Drinks (RTD): % Volume 2018-2022

Table 29 □LBN Brand Shares of Off-trade Soft Drinks (RTD): % Volume 2019-2022

Table 30 □NBO Company Shares of Off-trade Soft Drinks: % Value 2018-2022

Table 31 □LBN Brand Shares of Off-trade Soft Drinks: % Value 2019-2022

Table 32 □Penetration of Private Label in Off-trade Soft Drinks (RTD) by Category: % Volume 2017-2022

Table 33 □Penetration of Private Label in Off-trade Soft Drinks by Category: % Value 2017-2022

Table 34 □Distribution of Off-trade Soft Drinks (as sold) by Format: % Volume 2017-2022

Table 35 □Distribution of Off-trade Soft Drinks (as sold) by Format and Category: % Volume 2022

Table 36 □Forecast Off-trade vs On-trade Sales of Soft Drinks (RTD) by Channel: Volume 2022-2027

Table 37 □Forecast Off-trade vs On-trade Sales of Soft Drinks (RTD) by Channel: % Volume Growth 2022-2027

Table 38 □Forecast Off-trade vs On-trade Sales of Soft Drinks by Channel: Value 2022-2027

Table 39 □Forecast Off-trade vs On-trade Sales of Soft Drinks by Channel: % Value Growth 2022-2027

Table 40 □Forecast Off-trade Sales of Soft Drinks (RTD) by Category: Volume 2022-2027

Table 41 □Forecast Off-trade Sales of Soft Drinks (RTD) by Category: % Volume Growth 2022-2027

Table 42 □Forecast Off-trade Sales of Soft Drinks by Category: Value 2022-2027

Table 43 □Forecast Off-trade Sales of Soft Drinks by Category: % Value Growth 2022-2027

Table 44 □Forecast Sales of Soft Drinks by Total Fountain On-trade: Volume 2022-2027

Table 45 □Forecast Sales of Soft Drinks by Total Fountain On-trade: % Volume Growth 2022-2027

#### APPENDIX

Fountain sales in Portugal

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SOURCES

Summary 1 Research Sources

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