

Other Hot Drinks in Portugal

Market Direction | 2023-12-07 | 21 pages | Euromonitor

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Report description:

Other hot drinks is a mature product category in Portugal, which saw increased sales during COVID-19 due to home seclusion. Throughout this period, players focused on marketing products to be enjoyed during breakfast, with many of the leading brands claiming to provide an energy boost and contain healthy ingredients such as fibre, vitamins, and minerals. However, in 2023, the other hot drinks landscape faced a retail volume decline following these periods of growth noted during confinement perio...

Euromonitor International's Other Hot Drinks 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 2018-2022, 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 2027 illustrate how the market is set to change.

Product coverage: Flavoured Powder Drinks, Other Plant-based Hot Drinks.

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

Why buy this report?

- * Get a detailed picture of the Other Hot Drinks 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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OTHER HOT DRINKS IN PORTUGAL

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2023 DEVELOPMENTS

Other hot drinks is challenged by consumers returning to the workplace

Unit prices rise, leading to positive growth for private label options

Lack of innovation on the landscape as manufacturers focus on other products

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Health trends, innovation in other areas and low birth rates challenge growth

High production costs impact unit prices and benefit private label offerings

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