

**RTD Coffee in Portugal**

Market Direction | 2023-12-07 | 26 pages | Euromonitor

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**Report description:**

Despite consumers having limited their purchases due to rising inflation and declining purchasing power, demand for RTD coffee continues to grow in 2023. The low maturity of the category aligned with increasingly busy lifestyles, boosting demand for "ready-to-drink" products, fuelling sales of RTD coffee. The entrance of new players and growing offerings from private labels has been aiding the category while expanding the consumer base. A growing demand for convenience products has further drive...

Euromonitor International's RTD Coffee 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, packaging or pricing issues. Forecasts to 2027 illustrate how the market is set to change.

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 Coffee 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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#### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

RTD Coffee per capita grows amidst rising inflation and declining disposable incomes

Unit prices will grow in 2023, despite the rise of private label options

Competition is on the rise as private label gains grounds and Nescafe innovates

#### PROSPECTS AND OPPORTUNITIES

High potential for growth as RTD coffee offers innovation to the landscape

Convenience is set to drive sales across the forecast period

New players will launch on the landscape, increasing competition

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