

## **Soft Drinks in Portugal**

Market Direction | 2023-12-07 | 83 pages | Euromonitor

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### **Report description:**

Despite rising inflation and economic instability, soft drinks recorded heightened volume sales in both the off-trade and on-trade in 2023. On-trade sales were boosted by the return of tourism to the country, while off-trade saw some consumers return to in-home consumption as a way to save costs during a time of declining disposable incomes. Since 2022, the increase in inflation and interest rates has seen consumers losing purchasing power and adapting their buying habits, with many trading down...

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

Product coverage: Asian Speciality Drinks, Bottled Water, Carbonates, Concentrates, Energy Drinks, Juice, RTD Coffee, RTD Tea, Sports 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 Soft 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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Rising inflation led some consumers to trade down to private label options  
Coca-Cola's Aquarius reinforces its leading position being top of mind for consumers

#### PROSPECTS AND OPPORTUNITIES

Sports drinks continue driving growth amidst growing competition  
Innovation to focus on rising trends, offering reduced sugar and functional ingredients  
No major changes in the competitive environment as Coca-Cola retains its lead

## CATEGORY DATA

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#### PROSPECTS AND OPPORTUNITIES

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Sports powder concentrates drive growth, boosted by rising interest in sports

#### CATEGORY DATA

Concentrates Conversions

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

### PROSPECTS AND OPPORTUNITIES

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