

Tea in Portugal

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

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Report description:

Although the landscape saw a positive performance in the on-trade, retail volume sales of tea declined in 2023. The return to offices and consequent decrease in home-working continued to negatively impact off-trade volume sales, with consumers switching back to on-trade consumption. The decline in retail volume sales was noted across most tea categories, with inflation increasing unit prices. With low penetration in the country and lower availability, instant tea recorded the poorest performance...

Euromonitor International's 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 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: Black Tea, Fruit/Herbal Tea, Green Tea, Instant Tea, Other 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 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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TEA IN PORTUGAL

KEY DATA FINDINGS

2023 DEVELOPMENTS

Off-trade volume sales decline as home consumption of tea is challenged

Health trends drive growth in fruit/herbal tea; however, high prices limit sales

Private label drives growth, obtaining almost a quarter of the competitive landscape

PROSPECTS AND OPPORTUNITIES

Growth benefits from a migration away from sugary drinks to health-focused teas

Premiumisation grows as players focus on distribution in hotels and restaurants

Private label will continue to rise during a time of declining disposable incomes

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