

## **Cafes/Bars in Portugal**

Market Direction | 2024-02-15 | 22 pages | Euromonitor

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### **Report description:**

Strongly affected by the pandemic, cafes/bars recorded double-digit growth in 2023, surpassing pre-pandemic values. Inflation and the rising costs of coffee among producers, led to an increase in sales, not reflected in profitability. In fact, the number of transactions remained lower than 2019 figures in 2023, with even good results generated by the tourism industry not enough to enable the category to fully recover. The pandemic significantly changed the consumption habits of Portuguese people...

Euromonitor International's Cafes/Bars in Portugal report offers a comprehensive guide to the size and shape of the market at a national level. It provides foodservice sales, the number of outlets and the number of transactions by sector, allowing you to identify the foodservice sectors driving growth. It identifies the leading companies, the leading brands and offers strategic analysis of key factors influencing the market - be they eating habits, lifestyle changes, tourism spending or legislative issues. Forecasts to 2028 illustrate how the market is set to change.

Product coverage: Bars/Pubs, Cafes, Chained Cafes/Bars, Independent Cafes/Bars, Juice/Smoothie Bars, Specialist Coffee and Tea Shops.

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

#### **Why buy this report?**

- \* Get a detailed picture of the Cafes/Bars 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.

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reliable information resources to help drive informed strategic planning.

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Cafes/Bars in Portugal  
Euromonitor International  
February 2024

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Cafes/bars registers double-digit growth in 2023

The best performances in 2023 are achieved by bars/pubs and specialist coffee and tea shops

Innovation, special editions and premium products add value to the category

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Cafes/bars surpasses 2019 volume transactions by 2027

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