

Full-Service Restaurants in Portugal

Market Direction | 2024-02-15 | 26 pages | Euromonitor

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Report description:

Inflation has had a strong impact on boosting sales of full-service restaurants in the country in 2023, while volume transactions are growing, but at a slower pace. Tourism is fuelling demand, with special emphasis on lodging located outlets. At the same time, as household disposable income diminishes, full-service restaurants has been losing share as the downtrading trend has developed, benefiting lower average unit-priced categories. Given this economic scenario, the sharing of meals and the r...

Euromonitor International's Full-Service Restaurants 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: Chained Full-Service Restaurants, Full-Service Restaurants by Type, Independent Full-Service Restaurants.

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

Why buy this report?

- * Get a detailed picture of the Full-Service Restaurants 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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Growth of full-service restaurants, although the category is losing momentum and ground

Traditional Portuguese cuisine remains the most popular in full-service restaurants

High heterogeneity characterises the competitive landscape

PROSPECTS AND OPPORTUNITIES

Full category recovery only achieved by 2026

Innovation, digitalisation and control of food waste increasingly characterise the category over the forecast period

According to industry representatives, government harmonisation of VAT, while being beneficial for the category, does not go far enough

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