

Beer in Portugal

Market Direction | 2024-06-19 | 30 pages | Euromonitor

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Report description:

In 2023, beer witnessed a slowdown in volume sales following the very strong year in 2022. Current value growth continued to outperform volumes due to high inflation and the expansion of international beers, both in the on trade and off trade. Higher average prices had a positive impact on current value sales, but proved to dampen consumption, with growth slowing considerably in the on-trade and off-trade. Nevertheless, with on-trade sales back to pre-pandemic levels in 2022, the channel continu...

Euromonitor International's Beer 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 (2019-2023), 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 2028 illustrate how the market is set to change.

Product coverage: Dark Beer, Lager, Non/Low Alcohol Beer, Stout.

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

Why buy this report?

- * Get a detailed picture of the Beer 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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