

Wine in Portugal

Market Direction | 2024-06-19 | 34 pages | Euromonitor

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Report description:

Wine continues to perform well in current value terms, with volume sales stagnating in Portugal. Rising prices were evident in the on- and off trade, namely in sparkling wines, still light grape wine, and port wine. Inflationary pressures contributed to price increases as wine producers were confronted by higher costs. Retailers also played a role in this by limiting the minimum price of wines sold, although wines were not subject to any tax increases in 2023. The premiumisation trend gathered m...

Euromonitor International's Wine 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: Fortified Wine and Vermouth, Non Alcoholic Wine, Non-Grape Wine, Sparkling Wine, Still Light Grape Wine.

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

Why buy this report?

- * Get a detailed picture of the Wine 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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