

Cheese in Portugal

Market Direction | 2024-08-16 | 21 pages | Euromonitor

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Report description:

Sales of cheese declined in retail volume terms in 2023, with sales continuing to decline in 2024, albeit at a slower pace. Although the category is seeing growth in current value terms this is largely due to the impact of inflation but also the increase in milk prices rather than an increase in demand. Companies have tried to minimise the impact of rising milk prices on their margins by reducing retail promotions, but these rising costs were also reflected in rising prices for the end consumer.

Euromonitor International's Cheese in Portugal report offers in-depth knowledge of the market at a national level, providing local insight and understanding unavailable elsewhere. In addition to the latest retail sales data 2019-2023, it identifies the leading companies, brands and retail outlets, and assesses the key trends and demographic shifts behind consumer demand and sales growth. How key trends such as health and wellness, sustainability and recovery from the pandemic are shaping the market in <|Year|> directly informs our forecasts to 2028, clearly indicating how the market is expected to change.

Product coverage: Hard Cheese, Processed Cheese excl Spreadable, Soft Cheese, Spreadable Cheese.

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

Why buy this report?

- * Get a detailed picture of the Cheese 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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Table of Contents:

Cheese in Portugal
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List Of Contents And Tables

CHEESE IN PORTUGAL

KEY DATA FINDINGS

2024 DEVELOPMENTS

Rising milk prices place further downward pressure on sales of cheese in 2024

Lactogal and Lactalis make significant acquisitions as smaller players struggle to compete

Flamengo-type cheese thriving as consumers turn to cheaper varieties

PROSPECTS AND OPPORTUNITIES

Private label set to be the big winner in cheese as the quality and variety of options improves

Health and convenience likely to remain the key trends informing the growth and development of cheese in Portugal

Lactalis and Lactogal expected to strengthen their positions in cheese following acquisition activity

CATEGORY DATA

Table 1 Sales of Cheese by Category: Volume 2019-2024

Table 2 Sales of Cheese by Category: Value 2019-2024

Table 3 Sales of Cheese by Category: % Volume Growth 2019-2024

Table 4 Sales of Cheese by Category: % Value Growth 2019-2024

Table 5 Sales of Spreadable Cheese by Type: % Value 2019-2024

Table 6 Sales of Soft Cheese by Type: % Value 2019-2024

Table 7 Sales of Hard Cheese by Type: % Value 2019-2024

Table 8 NBO Company Shares of Cheese: % Value 2020-2024

Table 9 LBN Brand Shares of Cheese: % Value 2021-2024

Table 10 □ Distribution of Cheese by Format: % Value 2019-2024

Table 11 □ Forecast Sales of Cheese by Category: Volume 2024-2029

Table 12 □ Forecast Sales of Cheese by Category: Value 2024-2029

Table 13 □ Forecast Sales of Cheese by Category: % Volume Growth 2024-2029

Table 14 □ Forecast Sales of Cheese by Category: % Value Growth 2024-2029

DAIRY PRODUCTS AND ALTERNATIVES IN PORTUGAL

EXECUTIVE SUMMARY

Dairy products and alternatives in 2024: The big picture

Key trends in 2024

Competitive Landscape

Channel developments

What next for dairy products and alternatives?

MARKET DATA

Table 15 Sales of Dairy Products and Alternatives by Category: Value 2019-2024

Table 16 Sales of Dairy Products and Alternatives by Category: % Value Growth 2019-2024

Table 17 NBO Company Shares of Dairy Products and Alternatives: % Value 2020-2024

Table 18 LBN Brand Shares of Dairy Products and Alternatives: % Value 2021-2024

Table 19 Penetration of Private Label by Category: % Value 2019-2024

Table 20 Distribution of Dairy Products and Alternatives by Format: % Value 2019-2024

Table 21 Forecast Sales of Dairy Products and Alternatives by Category: Value 2024-2029

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