

Hot Drinks in Portugal

Market Direction | 2024-11-18 | 34 pages | Euromonitor

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Report description:

In 2024, low purchasing power in Portugal impacted the hot drinks landscape, leading to declining retail volume sales. This was particularly evident in coffee, where demand exceeded the available supply, leading to significant price hikes. Price sensitivity led consumers to reduce their purchases, while many traded down to private label goods. Consumers were keen to seek out deals and promotions while purchasing smaller pack sizes, which allowed them to save money. In this scenario, private labe...

Euromonitor International's Hot Drinks 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: Coffee, Other Hot Drinks, Tea.

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

Why buy this report?

- * Get a detailed picture of the Hot Drinks 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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COFFEE IN PORTUGAL

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The cost of coffee continues to increase, hampering retail volume growth
While retail value sales decline in 2024, on-trade consumption of coffee rises
With coffee prices rising, private label continues to increase its share

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PROSPECTS AND OPPORTUNITIES

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