

RTD Coffee in Portugal

Market Direction | 2024-11-19 | 27 pages | Euromonitor

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Report description:

Demand for RTD coffee continued to grow in 2024, both in volume and value sales. RTD coffee is a relatively new category, where private labels and traditional brands are found on shelves. In 2024, established coffee brands Nestle and Delta were active within RTD coffee, with Nescafe Latte's launch and a Delta Go Chill new flavour. One of the key market trends in Portugal is convenience, and RTD coffee aligns with this trend. Products that facilitate convenient consumption, offering a quick energ...

Euromonitor International's RTD Coffee 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, packaging or pricing issues. Forecasts to 2028 illustrate how the market is set to change.

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

Why buy this report?

- * Get a detailed picture of the RTD Coffee 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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Convenience and functional benefits drive growth for RTD coffee

Private label continues to grow, being leaders in retail volume sales

Innovation is high as brands look to gain ground against private label goods

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