

Wine in Portugal

June 2023

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Wine in Portugal - Category analysis

KEY DATA FINDINGS

2022 DEVELOPMENTS

Inflation, premiumisation and off-to-on-trade shift see fast value sales recovery Search for "lighter" products benefits still white wine Off-trade channel retains preference

PROSPECTS AND OPPORTUNITIES

Investment in the category is set to add value to wine

Campaigns to limit alcohol consumption among the main concerns for wine players

Sustainability as a key driver

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Alcoholic Drinks in Portugal - Industry Overview

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Competitive landscape

Retailing developments

On-trade vs off-trade split

What next for alcoholic drinks?

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Legislation

Legal purchasing age and legal drinking age

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