

Cider/Perry in Portugal

June 2023

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Cider/Perry in Portugal - Category analysis

KEY DATA FINDINGS

2022 DEVELOPMENTS

Cider benefits from search for “lighter” drinks and the reopening of society
Launch of the first non alcoholic option in 2022: Somersby Pear 0.0%
Private label benefits from lower prices and the organic growth of discounters

PROSPECTS AND OPPORTUNITIES

Cider still has space to grow
Expected development of non alcoholic offer
Growing competition from similar profile drinks

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Alcoholic Drinks in Portugal - Industry Overview

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On-trade vs off-trade split
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DISCLAIMER

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