

Juice in Portugal

December 2023

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Juice in Portugal - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

The rising health and wellness trend boosts growth for juice High levels of innovation focus on health and wellness properties Private label gains ground during a time of economic strain

PROSPECTS AND OPPORTUNITIES

Reduced sugar and functional juices drive growth over the forecast period

A highly competitive environment challenges sales of juice, as bottled water sales rise

Not from concentrated 100% juice and coconut and other plant waters drive value growth

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