

Bottled Water in Portugal

December 2023

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Bottled Water in Portugal - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

Rising consumption due to tourism, health concerns and balanced lifestyles

Private labels account for over half of sales in the off-trade

Players focus on sustainability and flavour innovation to gain ground

PROSPECTS AND OPPORTUNITIES

Bottled water sales rise due to increasing health and wellness trends

Innovation and communication fuels growth for bottled water players

Price loses importance as the economic landscape improves

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