

Concentrates in Portugal

December 2023

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Concentrates in Portugal - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

Out-of-home recovery dampens off-trade volume sales for concentrates Sports powder concentrates gain share aligning with rising health trends Private label players gain share as Sunquick reinforces its leading position

PROSPECTS AND OPPORTUNITIES

Concentrates set to lose volume sales, with high competition from other soft drinks Innovation set to focus on sustainability, organic and functional claims Sports powder concentrates drive growth, boosted by rising interest in sports

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Soft Drinks in Portugal - Industry Overview

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