



Euromonitor
International

RTD Tea in Portugal

December 2025

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RTD Tea in Portugal - Category analysis

KEY DATA FINDINGS

2025 DEVELOPMENTS

RTD tea sluggish, but with potential

INDUSTRY PERFORMANCE

RTD tea brands looking to healthier versions and innovation

Carbonated RTD tea and kombucha seeing growth driven by interest in gut health

WHAT'S NEXT?

Innovation and concern for health boost the category

Functional products are increasingly the key driver of the category

New brands enter the category

COMPETITIVE LANDSCAPE

Private label dominates category

Unilever reinforces Lipton's position through innovation

CHANNELS

Supermarkets benefits from wide selection of brands

E-commerce stands out in terms of growth

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Soft drinks growing despite challenges

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Pressure on household budgets

Increasing focus on health

WHAT'S NEXT?

Further growth anticipated

Local production becoming important

Sustainability to remain a strong trend, while AI will drive new developments

COMPETITIVE LANDSCAPE

Leading player offers broad brand portfolio

Red Bull expanding rapidly, while new brands target areas with strong growth potential

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