

# Tea in Portugal

December 2023

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#### Tea in Portugal - Category analysis

#### **KEY DATA FINDINGS**

#### 2023 DEVELOPMENTS

Off-trade volume sales decline as home consumption of tea is challenged Health trends drive growth in fruit/herbal tea; however, high prices limit sales Private label drives growth, obtaining almost a quarter of the competitive landscape

#### PROSPECTS AND OPPORTUNITIES

Growth benefits from a migration away from sugary drinks to health-focused teas Premiumisation grows as players focus on distribution in hotels and restaurants Private label will continue to rise during a time of declining disposable incomes

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