Euromonitor International

Savoury Snacks in Portugal

August 2026

Table of Contents

Savoury Snacks in Portugal - Category analysis

KEY DATA INSIGHTS

2026 DEVELOPMENTS

Savoury Snacks Summary

INDUSTRY PERFORMANCE

Established Players and Private Label Brands Fuel Value-Driven Growth
Private Label Products Leverage Premium Launches to Challenge Competitors
Chart 1 - Private Labels Remain Cheaper
Unboring Snacks Sparks Healthy Competition with Guilt-Free Innovation
Chart 2 - Unboring Snacks
Chart 3 - Value Sales 2021-2031
Chart 4 - Volume Sales 2021-2031
Chart 5 - Value Sales by Category 2026

WHAT'S NEXT?

Demand to Be Driven by Convenience and Direct Marketing
Innovation and Health Trends to Drive Premiumisation and Brand Strategies
Chart 6 - Forecast Value Sales 2021-2031
Chart 7 - Forecast Value Sales by Category 2026-2031

COMPETITIVE LANDSCAPE

Top Players Reinforce Leadership with Price and Promotion Strategies
Chart 8 - Company Shares 2026
Chart 9 - Brand Shares 2026

CHANNELS

Supermarkets Attract Shoppers with Variety and Private Label Pricing
Chart 10 - Retail Channels 2021-2026

ECONOMIC CONTEXT

Chart 11 - Economic Context for Savoury Snacks
Chart 12 - Real GDP Growth 2021-2031
Chart 13 - Inflation 2021-2031

CONSUMER CONTEXT

Chart 14 - Consumer Context for Savoury Snacks
Chart 15 - Population 2021-2031
Chart 16 - Population by Generation 2026

COUNTRY REPORTS DISCLAIMER

Snacks in Portugal - Industry Overview

EXECUTIVE SUMMARY

2026 Developments

KEY DATA INSIGHTS

INDUSTRY PERFORMANCE

Brands Shape Value through Innovation and Data-Driven Engagement
Magnum Captures Premium Indulgence as Pistachio Trend Lifts Ice Cream Sales
Chart 17 - Influence of Dubai Chocolate

Private Label Expansion Drives Competitive Pricing and Format Innovation
Chart 18 - Controlled Indulgence
Chart 19 - Value Sales 2021-2031
Chart 20 - Value Sales by Category 2026

WHAT'S NEXT?

Retailers to Leverage Data to Intensify Competition with Branded Snacks
Premium Innovation to Drive Ice Cream, Chocolate and Savoury Snacks Ahead
Chart 21 - Forecast Value Sales 2021-2031
Chart 22 - Forecast Value Sales by Category 2026-2031

COMPETITIVE LANDSCAPE

Top Players Sustain Leadership as Ice Cream Transitions Boost Competition
Chart 23 - Company Shares 2026
Chart 24 - Brand Shares 2026

CHANNELS

Supermarkets Drive Sales with Broad Portfolios and Promotions
Mercadona Gains Share as E-Commerce and Discounters Accelerate Growth
Chart 25 - Retail Channels 2021-2026

ECONOMIC CONTEXT

Chart 26 - Economic Context for Snacks
Chart 27 - Real GDP Growth 2021-2031
Chart 28 - Inflation 2021-2031

CONSUMER CONTEXT

Chart 29 - Consumer Context for Snacks
Chart 30 - Population 2021-2031
Chart 31 - Population by Generation 2026

COUNTRY REPORTS DISCLAIMER

About Euromonitor International

Euromonitor International is an independent market intelligence provider. Data, insight and analysis stem from in-the-field research spanning 210 national markets.

Content ranges from the in-depth and country-specific, to key strategic themes with a global range and significance. Products cover a comprehensive range of insights and market data, but can be broadly categorised as:

- Strategy Briefings: Global or regional in scope, and focussing on the most important themes shaping consumer demand, the key markets, competitive environment and future outlook across a range of industries.
- Company Profiles: Analysis dedicated to the world's most significant companies, with detailed insight into their activities, focus of operations, their competitors, their geographic presence and performance.
- Country Reports: For an in-depth understanding of specific countries, whether by industry, economic metrics or consumer trends and lifestyles. These reports cover current trends, consumer demand, market potential and future prospects, with country-specific local insight and comprehensive data, unavailable elsewhere.

For more information on this report, further enquiries can be directed via this link www.euromonitor.com/savoury-snacks-in-portugal/report.