



Sweet Spreads in Portugal

November 2025

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Sweet Spreads in Portugal - Category analysis

KEY DATA FINDINGS

2025 DEVELOPMENTS

Natural and healthy products hold strongest appeal

INDUSTRY PERFORMANCE

Honey remains the key driver of category growth

Reduced-sugar jams and natural ingredients gain ground

WHAT'S NEXT?

Honey expected to remain the strongest growth contributor

Premiumisation and innovation to shape future demand

Sustainability becomes integral to product strategy

COMPETITIVE LANDSCAPE

Nutpor strengthens leadership through its Granja S. Francisco brand

Auchan gains momentum following store expansion

CHANNELS

Supermarkets remain the key retail channel for sweet spreads

E-commerce continues to expand through convenience and accessibility

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Cooking Ingredients and Meals in Portugal - Industry Overview

EXECUTIVE SUMMARY

Widening product range in many areas supports growth

KEY DATA FINDINGS

INDUSTRY PERFORMANCE

Convenience remains a key driver as consumers seek time-saving solutions

Growing demand for affordable, traditional meal options

Health and naturalness continue to shape consumer preferences

Price sensitivity influences purchasing behaviour

WHAT'S NEXT?

Steady forecast growth with stronger focus on affordability and value

Convenience and meal solutions to lead category development

Sustainability and innovation to remain central themes

COMPETITIVE LANDSCAPE

Sonae maintains category leadership through private label strength

Unilever sustains a strong branded portfolio and marketing investment

Nueva Pescanova emerges as the most dynamic player

Private label gains visibility and trust

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Supermarkets remain dominant, supported by expansion and promotions

E-commerce drives dynamism through convenience and alignment with in-store offers

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