

# Soft Drinks in Portugal

December 2023

Table of Contents

## Soft Drinks in Portugal

### EXECUTIVE SUMMARY

Soft drinks in 2023: The big picture

2023 key trends

Competitive landscape

Retailing developments

Foodservice vs retail split

What next for soft drinks?

### MARKET DATA

Table 1 - Off-trade vs On-trade Sales of Soft Drinks (RTD) by Channel: Volume 2018-2023

Table 2 - Off-trade vs On-trade Sales of Soft Drinks (RTD) by Channel: % Volume Growth 2018-2023

Table 3 - Off-trade vs On-trade Sales of Soft Drinks by Channel: Value 2018-2023

Table 4 - Off-trade vs On-trade Sales of Soft Drinks by Channel: % Value Growth 2018-2023

Table 5 - Off-trade vs On-trade Sales of Soft Drinks (as sold) by Category: Volume 2023

Table 6 - Off-trade vs On-trade Sales of Soft Drinks (as sold) by Category: % Volume 2023

Table 7 - Off-trade vs On-trade Sales of Soft Drinks by Category: Value 2023

Table 8 - Off-trade vs On-trade Sales of Soft Drinks by Category: % Value 2023

Table 9 - Off-trade Sales of Soft Drinks (RTD) by Category: Volume 2018-2023

Table 10 - Off-trade Sales of Soft Drinks (RTD) by Category: % Volume Growth 2018-2023

Table 11 - Off-trade Sales of Soft Drinks by Category: Value 2018-2023

Table 12 - Off-trade Sales of Soft Drinks by Category: % Value Growth 2018-2023

Table 13 - Sales of Soft Drinks by Total Fountain On-trade: Volume 2018-2023

Table 14 - Sales of Soft Drinks by Total Fountain On-trade: % Volume Growth 2018-2023

Table 15 - NBO Company Shares of Off-trade Soft Drinks (RTD): % Volume 2019-2023

Table 16 - LBN Brand Shares of Off-trade Soft Drinks (RTD): % Volume 2020-2023

Table 17 - NBO Company Shares of Off-trade Soft Drinks: % Value 2019-2023

Table 18 - LBN Brand Shares of Off-trade Soft Drinks: % Value 2020-2023

Table 19 - Penetration of Private Label in Off-trade Soft Drinks (RTD) by Category: % Volume 2018-2023

Table 20 - Penetration of Private Label in Off-trade Soft Drinks by Category: % Value 2018-2023

Table 21 - Distribution of Off-trade Soft Drinks (as sold) by Format: % Volume 2018-2023

Table 22 - Distribution of Off-trade Soft Drinks (as sold) by Format and Category: % Volume 2023

Table 23 - Forecast Off-trade vs On-trade Sales of Soft Drinks (RTD) by Channel: Volume 2023-2028

Table 24 - Forecast Off-trade vs On-trade Sales of Soft Drinks (RTD) by Channel: % Volume Growth 2023-2028

Table 25 - Forecast Off-trade vs On-trade Sales of Soft Drinks by Channel: Value 2023-2028

Table 26 - Forecast Off-trade vs On-trade Sales of Soft Drinks by Channel: % Value Growth 2023-2028

Table 27 - Forecast Off-trade Sales of Soft Drinks (RTD) by Category: Volume 2023-2028

Table 28 - Forecast Off-trade Sales of Soft Drinks (RTD) by Category: % Volume Growth 2023-2028

Table 29 - Forecast Off-trade Sales of Soft Drinks by Category: Value 2023-2028

Table 30 - Forecast Off-trade Sales of Soft Drinks by Category: % Value Growth 2023-2028

Table 31 - Forecast Sales of Soft Drinks by Total Fountain On-trade: Volume 2023-2028

Table 32 - Forecast Sales of Soft Drinks by Total Fountain On-trade: % Volume Growth 2023-2028

### APPENDIX

Fountain sales in Portugal

### DISCLAIMER

### SOURCES

Summary 1 - Research Sources

## Bottled Water in Portugal

## KEY DATA FINDINGS

### 2023 DEVELOPMENTS

Rising consumption due to tourism, health concerns and balanced lifestyles  
Private labels account for over half of sales in the off-trade  
Players focus on sustainability and flavour innovation to gain ground

### PROSPECTS AND OPPORTUNITIES

Bottled water sales rise due to increasing health and wellness trends  
Innovation and communication fuels growth for bottled water players  
Price loses importance as the economic landscape improves

### CATEGORY DATA

Table 33 - Off-trade Sales of Bottled Water by Category: Volume 2018-2023  
Table 34 - Off-trade Sales of Bottled Water by Category: Value 2018-2023  
Table 35 - Off-trade Sales of Bottled Water by Category: % Volume Growth 2018-2023  
Table 36 - Off-trade Sales of Bottled Water by Category: % Value Growth 2018-2023  
Table 37 - NBO Company Shares of Off-trade Bottled Water: % Volume 2019-2023  
Table 38 - LBN Brand Shares of Off-trade Bottled Water: % Volume 2020-2023  
Table 39 - NBO Company Shares of Off-trade Bottled Water: % Value 2019-2023  
Table 40 - LBN Brand Shares of Off-trade Bottled Water: % Value 2020-2023  
Table 41 - Forecast Off-trade Sales of Bottled Water by Category: Volume 2023-2028  
Table 42 - Forecast Off-trade Sales of Bottled Water by Category: Value 2023-2028  
Table 43 - Forecast Off-trade Sales of Bottled Water by Category: % Volume Growth 2023-2028  
Table 44 - Forecast Off-trade Sales of Bottled Water by Category: % Value Growth 2023-2028

## Carbonates in Portugal

## KEY DATA FINDINGS

### 2023 DEVELOPMENTS

Carbonates grow in volume and value amidst declining purchasing power  
Private labels gain share; however, brand loyalty remains a challenge for growth  
Coca-Cola taps into the mixing trend by launching Royal Bliss on the landscape

### PROSPECTS AND OPPORTUNITIES

Carbonates posts on-trade volume growth, while health concerns challenge retail sales  
Innovation focuses on health and wellness properties to drive sales  
Tonic waters, mixers and other bitters show a rising performance over the forecast period

### CATEGORY DATA

Table 45 - Off-trade vs On-trade Sales of Carbonates: Volume 2018-2023  
Table 46 - Off-trade vs On-trade Sales of Carbonates: Value 2018-2023  
Table 47 - Off-trade vs On-trade Sales of Carbonates: % Volume Growth 2018-2023  
Table 48 - Off-trade vs On-trade Sales of Carbonates: % Value Growth 2018-2023  
Table 49 - Off-trade Sales of Carbonates by Category: Volume 2018-2023  
Table 50 - Off-trade Sales of Carbonates by Category: Value 2018-2023  
Table 51 - Off-trade Sales of Carbonates by Category: % Volume Growth 2018-2023  
Table 52 - Off-trade Sales of Carbonates by Category: % Value Growth 2018-2023  
Table 53 - Total Sales of Carbonates by Fountain On-trade: Volume 2018-2023  
Table 54 - Total Sales of Carbonates by Fountain On-trade: % Volume Growth 2018-2023  
Table 55 - NBO Company Shares of Off-trade Carbonates: % Volume 2019-2023  
Table 56 - LBN Brand Shares of Off-trade Carbonates: % Volume 2020-2023  
Table 57 - NBO Company Shares of Off-trade Carbonates: % Value 2019-2023

Table 58 - LBN Brand Shares of Off-trade Carbonates: % Value 2020-2023

Table 59 - Forecast Off-trade Sales of Carbonates by Category: Volume 2023-2028

Table 60 - Forecast Off-trade Sales of Carbonates by Category: Value 2023-2028

Table 61 - Forecast Off-trade Sales of Carbonates by Category: % Volume Growth 2023-2028

Table 62 - Forecast Off-trade Sales of Carbonates by Category: % Value Growth 2023-2028

Table 63 - Forecast Total Sales of Carbonates by Fountain On-trade: Volume 2023-2028

Table 64 - Forecast Total Sales of Carbonates by Fountain On-trade: % Volume Growth 2023-2028

## Concentrates in Portugal

### 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

### CATEGORY DATA

Concentrates Conversions

Summary 2 - Concentrates Conversion Factors for Ready-to-Drink (RTD) Format

Table 65 - Off-trade Sales of Concentrates (RTD) by Category: Volume 2018-2023

Table 66 - Off-trade Sales of Concentrates (RTD) by Category: % Volume Growth 2018-2023

Table 67 - Off-trade Sales of Concentrates by Category: Value 2018-2023

Table 68 - Off-trade Sales of Concentrates by Category: % Value Growth 2018-2023

Table 69 - LBN Brand Shares of Off-trade Concentrates (RTD): % Volume 2020-2023

Table 70 - NBO Company Shares of Off-trade Concentrates: % Value 2019-2023

Table 71 - LBN Brand Shares of Off-trade Concentrates: % Value 2020-2023

Table 72 - NBO Company Shares of Off-trade Liquid Concentrates (RTD): % Volume 2019-2023

Table 73 - LBN Brand Shares of Off-trade Liquid Concentrates (RTD): % Volume 2020-2023

Table 74 - NBO Company Shares of Off-trade Powder Concentrates (RTD): % Volume 2019-2023

Table 75 - LBN Brand Shares of Off-trade Powder Concentrates (RTD): % Volume 2020-2023

Table 76 - Forecast Off-trade Sales of Concentrates (RTD) by Category: Volume 2023-2028

Table 77 - Forecast Off-trade Sales of Concentrates (RTD) by Category: % Volume Growth 2023-2028

Table 78 - Forecast Off-trade Sales of Concentrates by Category: Value 2023-2028

Table 79 - Forecast Off-trade Sales of Concentrates by Category: % Value Growth 2023-2028

## Juice in Portugal

### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

The rising health and wellness trend boosts growth for juice  
High levels of innovation focus on health and wellness properties  
Private label gains ground during a time of economic strain

#### PROSPECTS AND OPPORTUNITIES

Reduced sugar and functional juices drive growth over the forecast period  
A highly competitive environment challenges sales of juice, as bottled water sales rise  
Not from concentrated 100% juice and coconut and other plant waters drive value growth

## CATEGORY DATA

Table 80 - Off-trade Sales of Juice by Category: Volume 2018-2023

Table 81 - Off-trade Sales of Juice by Category: Value 2018-2023

Table 82 - Off-trade Sales of Juice by Category: % Volume Growth 2018-2023

Table 83 - Off-trade Sales of Juice by Category: % Value Growth 2018-2023

Table 84 - NBO Company Shares of Off-trade Juice: % Volume 2019-2023

Table 85 - LBN Brand Shares of Off-trade Juice: % Volume 2020-2023

Table 86 - NBO Company Shares of Off-trade Juice: % Value 2019-2023

Table 87 - LBN Brand Shares of Off-trade Juice: % Value 2020-2023

Table 88 - Forecast Off-trade Sales of Juice by Category: Volume 2023-2028

Table 89 - Forecast Off-trade Sales of Juice by Category: Value 2023-2028

Table 90 - Forecast Off-trade Sales of Juice by Category: % Volume Growth 2023-2028

Table 91 - Forecast Off-trade Sales of Juice by Category: % Value Growth 2023-2028

## RTD Coffee in Portugal

### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

RTD Coffee per capita grows amidst rising inflation and declining disposable incomes

Unit prices will grow in 2023, despite the rise of private label options

Competition is on the rise as private label gains grounds and Nescafé innovates

### PROSPECTS AND OPPORTUNITIES

High potential for growth as RTD coffee offers innovation to the landscape

Convenience is set to drive sales across the forecast period

New players will launch on the landscape, increasing competition

## CATEGORY DATA

Table 92 - Off-trade Sales of RTD Coffee: Volume 2018-2023

Table 93 - Off-trade Sales of RTD Coffee: Value 2018-2023

Table 94 - Off-trade Sales of RTD Coffee: % Volume Growth 2018-2023

Table 95 - Off-trade Sales of RTD Coffee: % Value Growth 2018-2023

Table 96 - NBO Company Shares of Off-trade RTD Coffee: % Volume 2019-2023

Table 97 - LBN Brand Shares of Off-trade RTD Coffee: % Volume 2020-2023

Table 98 - NBO Company Shares of Off-trade RTD Coffee: % Value 2019-2023

Table 99 - LBN Brand Shares of Off-trade RTD Coffee: % Value 2020-2023

Table 100 - Forecast Off-trade Sales of RTD Coffee: Volume 2023-2028

Table 101 - Forecast Off-trade Sales of RTD Coffee: Value 2023-2028

Table 102 - Forecast Off-trade Sales of RTD Coffee: % Volume Growth 2023-2028

Table 103 - Forecast Off-trade Sales of RTD Coffee: % Value Growth 2023-2028

## RTD Tea in Portugal

### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

RTD tea on the rise as reduced sugar options drive sales

The interest in Kombucha rises as innovation focuses on exotic flavours

Private label reinforces its leading position amidst growing inflation

### PROSPECTS AND OPPORTUNITIES

RTD tea volume sales grow, boosted by reduced sugar and kombucha

Private label is set to continue expanding as Mercadona and Lidl gain ground

Players launch innovative flavours to stand out from competitors

#### CATEGORY DATA

Table 104 - Off-trade Sales of RTD Tea by Category: Volume 2018-2023

Table 105 - Off-trade Sales of RTD Tea by Category: Value 2018-2023

Table 106 - Off-trade Sales of RTD Tea by Category: % Volume Growth 2018-2023

Table 107 - Off-trade Sales of RTD Tea by Category: % Value Growth 2018-2023

Table 108 - Leading Flavours for Off-trade RTD Tea: % Volume 2018-2023

Table 109 - NBO Company Shares of Off-trade RTD Tea: % Volume 2019-2023

Table 110 - LBN Brand Shares of Off-trade RTD Tea: % Volume 2020-2023

Table 111 - NBO Company Shares of Off-trade RTD Tea: % Value 2019-2023

Table 112 - LBN Brand Shares of Off-trade RTD Tea: % Value 2020-2023

Table 113 - Forecast Off-trade Sales of RTD Tea by Category: Volume 2023-2028

Table 114 - Forecast Off-trade Sales of RTD Tea by Category: Value 2023-2028

Table 115 - Forecast Off-trade Sales of RTD Tea by Category: % Volume Growth 2023-2028

Table 116 - Forecast Off-trade Sales of RTD Tea by Category: % Value Growth 2023-2028

#### Energy Drinks in Portugal

##### KEY DATA FINDINGS

##### 2023 DEVELOPMENTS

Energy drinks record double-digit growth in the off-trade and on-trade

Unit prices grow, leading branded players to offer deals and discounts to retain share

Monster is the off-trade leader, while Red Bull dominates on-trade sales

##### PROSPECTS AND OPPORTUNITIES

Energy drinks per capita consumption set to rise over the forecast period

Innovation to focus on flavour variations and functional ingredients

Private label is set to increase its quality and variety, driving unit prices down

#### CATEGORY DATA

Table 117 - Off-trade Sales of Energy Drinks: Volume 2018-2023

Table 118 - Off-trade Sales of Energy Drinks: Value 2018-2023

Table 119 - Off-trade Sales of Energy Drinks: % Volume Growth 2018-2023

Table 120 - Off-trade Sales of Energy Drinks: % Value Growth 2018-2023

Table 121 - NBO Company Shares of Off-trade Energy Drinks: % Volume 2019-2023

Table 122 - LBN Brand Shares of Off-trade Energy Drinks: % Volume 2020-2023

Table 123 - NBO Company Shares of Off-trade Energy Drinks: % Value 2019-2023

Table 124 - LBN Brand Shares of Off-trade Energy Drinks: % Value 2020-2023

Table 125 - Forecast Off-trade Sales of Energy Drinks: Volume 2023-2028

Table 126 - Forecast Off-trade Sales of Energy Drinks: Value 2023-2028

Table 127 - Forecast Off-trade Sales of Energy Drinks: % Volume Growth 2023-2028

Table 128 - Forecast Off-trade Sales of Energy Drinks: % Value Growth 2023-2028

#### Sports Drinks in Portugal

##### KEY DATA FINDINGS

##### 2023 DEVELOPMENTS

Sports drinks is one of the top performers, driven by an increased interest in exercise

Rising inflation led some consumers to trade down to private label options

Coca-Cola's Aquarius reinforces its leading position being top of mind for consumers

##### PROSPECTS AND OPPORTUNITIES

Sports drinks continue driving growth amidst growing competition  
Innovation to focus on rising trends, offering reduced sugar and functional ingredients  
No major changes in the competitive environment as Coca-Cola retains its lead

#### CATEGORY DATA

- Table 129 - Off-trade Sales of Sports Drinks: Volume 2018-2023
- Table 130 - Off-trade Sales of Sports Drinks: Value 2018-2023
- Table 131 - Off-trade Sales of Sports Drinks: % Volume Growth 2018-2023
- Table 132 - Off-trade Sales of Sports Drinks: % Value Growth 2018-2023
- Table 133 - NBO Company Shares of Off-trade Sports Drinks: % Volume 2019-2023
- Table 134 - LBN Brand Shares of Off-trade Sports Drinks: % Volume 2020-2023
- Table 135 - NBO Company Shares of Off-trade Sports Drinks: % Value 2019-2023
- Table 136 - LBN Brand Shares of Off-trade Sports Drinks: % Value 2020-2023
- Table 137 - Forecast Off-trade Sales of Sports Drinks: Volume 2023-2028
- Table 138 - Forecast Off-trade Sales of Sports Drinks: Value 2023-2028
- Table 139 - Forecast Off-trade Sales of Sports Drinks: % Volume Growth 2023-2028
- Table 140 - Forecast Off-trade Sales of Sports Drinks: % Value Growth 2023-2028

## 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/soft-drinks-in-portugal/report](http://www.euromonitor.com/soft-drinks-in-portugal/report).