

# Other Dairy in Portugal

September 2023

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## Other Dairy in Portugal - Category analysis

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#### 2023 DEVELOPMENTS

Cream and condensed milk see more modest growth, as consumers spend less time cooking at home

Indulgence and health are key areas of focus in chilled dairy desserts

Private label ranges have growing presence

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Innovation will fuel growth in chilled dairy desserts

Growing demand for healthier products will continue

Private label ranges will continue to gain popularity

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