

Cheese in Portugal

September 2023

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Cheese in Portugal - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

Low levels of purchasing power lead to changes in consumption habits
High cost of raw milk has negative consequences for small cheese producers
Closure of price gap between brands and private label ranges

PROSPECTS AND OPPORTUNITIES

Convenience will be key driver of growth, as consumers increasingly eat cheese on-the-go
Innovation will have a health and wellness focus
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DISCLAIMER

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