

# Carbonates in Portugal

December 2023

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## Carbonates in Portugal - Category analysis

### 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  
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