

Concentrates in Portugal

December 2023

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Concentrates in Portugal - Category analysis

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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
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