



Juice in Portugal

December 2023

Table of Contents

Juice in Portugal - Category analysis

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 1 - Off-trade Sales of Juice by Category: Volume 2018-2023
- Table 2 - Off-trade Sales of Juice by Category: Value 2018-2023
- Table 3 - Off-trade Sales of Juice by Category: % Volume Growth 2018-2023
- Table 4 - Off-trade Sales of Juice by Category: % Value Growth 2018-2023
- Table 5 - NBO Company Shares of Off-trade Juice: % Volume 2019-2023
- Table 6 - LBN Brand Shares of Off-trade Juice: % Volume 2020-2023
- Table 7 - NBO Company Shares of Off-trade Juice: % Value 2019-2023
- Table 8 - LBN Brand Shares of Off-trade Juice: % Value 2020-2023
- Table 9 - Forecast Off-trade Sales of Juice by Category: Volume 2023-2028
- Table 10 - Forecast Off-trade Sales of Juice by Category: Value 2023-2028
- Table 11 - Forecast Off-trade Sales of Juice by Category: % Volume Growth 2023-2028
- Table 12 - Forecast Off-trade Sales of Juice by Category: % Value Growth 2023-2028

Soft Drinks in Portugal - Industry Overview

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 13 - Off-trade vs On-trade Sales of Soft Drinks (RTD) by Channel: Volume 2018-2023
- Table 14 - Off-trade vs On-trade Sales of Soft Drinks (RTD) by Channel: % Volume Growth 2018-2023
- Table 15 - Off-trade vs On-trade Sales of Soft Drinks by Channel: Value 2018-2023
- Table 16 - Off-trade vs On-trade Sales of Soft Drinks by Channel: % Value Growth 2018-2023
- Table 17 - Off-trade vs On-trade Sales of Soft Drinks (as sold) by Category: Volume 2023
- Table 18 - Off-trade vs On-trade Sales of Soft Drinks (as sold) by Category: % Volume 2023
- Table 19 - Off-trade vs On-trade Sales of Soft Drinks by Category: Value 2023
- Table 20 - Off-trade vs On-trade Sales of Soft Drinks by Category: % Value 2023
- Table 21 - Off-trade Sales of Soft Drinks (RTD) by Category: Volume 2018-2023
- Table 22 - Off-trade Sales of Soft Drinks (RTD) by Category: % Volume Growth 2018-2023
- Table 23 - Off-trade Sales of Soft Drinks by Category: Value 2018-2023
- Table 24 - Off-trade Sales of Soft Drinks by Category: % Value Growth 2018-2023
- Table 25 - Sales of Soft Drinks by Total Fountain On-trade: Volume 2018-2023
- Table 26 - Sales of Soft Drinks by Total Fountain On-trade: % Volume Growth 2018-2023
- Table 27 - NBO Company Shares of Off-trade Soft Drinks (RTD): % Volume 2019-2023

Table 28 - LBN Brand Shares of Off-trade Soft Drinks (RTD): % Volume 2020-2023
Table 29 - NBO Company Shares of Off-trade Soft Drinks: % Value 2019-2023
Table 30 - LBN Brand Shares of Off-trade Soft Drinks: % Value 2020-2023
Table 31 - Penetration of Private Label in Off-trade Soft Drinks (RTD) by Category: % Volume 2018-2023
Table 32 - Penetration of Private Label in Off-trade Soft Drinks by Category: % Value 2018-2023
Table 33 - Distribution of Off-trade Soft Drinks (as sold) by Format: % Volume 2018-2023
Table 34 - Distribution of Off-trade Soft Drinks (as sold) by Format and Category: % Volume 2023
Table 35 - Forecast Off-trade vs On-trade Sales of Soft Drinks (RTD) by Channel: Volume 2023-2028
Table 36 - Forecast Off-trade vs On-trade Sales of Soft Drinks (RTD) by Channel: % Volume Growth 2023-2028
Table 37 - Forecast Off-trade vs On-trade Sales of Soft Drinks by Channel: Value 2023-2028
Table 38 - Forecast Off-trade vs On-trade Sales of Soft Drinks by Channel: % Value Growth 2023-2028
Table 39 - Forecast Off-trade Sales of Soft Drinks (RTD) by Category: Volume 2023-2028
Table 40 - Forecast Off-trade Sales of Soft Drinks (RTD) by Category: % Volume Growth 2023-2028
Table 41 - Forecast Off-trade Sales of Soft Drinks by Category: Value 2023-2028
Table 42 - Forecast Off-trade Sales of Soft Drinks by Category: % Value Growth 2023-2028
Table 43 - Forecast Sales of Soft Drinks by Total Fountain On-trade: Volume 2023-2028
Table 44 - Forecast Sales of Soft Drinks by Total Fountain On-trade: % Volume Growth 2023-2028

APPENDIX

Fountain sales in Portugal

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SOURCES

Summary 1 - Research Sources

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