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Alcoholic Drinks in Portugal

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Abstracts

Alcoholic drinks in Portugal witnessed positive growth in 2023, albeit at a much slower pace than the dynamic growth seen in the year prior. The positive performance came mainly from the on trade, supported by another record year of tourism for the country. Despite inflation falling, prices continued to rise in 2023 with government tax revisions of 4% on alcoholic drinks also coming into effect. Consumers rationalised their spending behaviour due to the difficult economic context, with the off-t...

Euromonitor International's Alcoholic Drinks in Portugal report offers a comprehensive guide to the size and shape of the market at a national level. It provides the latest retail sales data (2019-2023), allowing you to identify the sectors driving growth. It identifies the leading companies, the leading brands and offers strategic analysis of key factors influencing the market - be they legislative, distribution or pricing issues. Forecasts to 2028 illustrate how the market is set to change.

Product coverage: Beer, Cider/Perry, RTDs, Spirits, Wine.

Data coverage: market sizes (historic and forecasts), company shares, brand shares and distribution data.

Why buy this report?

Get a detailed picture of the Alcoholic Drinks market;

Pinpoint growth sectors and identify factors driving change;

Understand the competitive environment, the market’s major players and leading brands;

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Use five-year forecasts to assess how the market is predicted to develop.

Euromonitor International has over 40 years' experience of publishing market research reports, business reference books and online information systems. With offices in London, Chicago, Singapore, Shanghai, Vilnius, Dubai, Cape Town, Santiago, Sydney, Tokyo and Bangalore and a network of over 800 analysts worldwide, Euromonitor International has a unique capability to develop reliable information resources to help drive informed strategic planning.

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June 2024

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