

Alcoholic Drinks in Portugal

<https://marketpublishers.com/r/ABC018D6793EN.html>

Date: June 2023

Pages: 76

Price: US\$ 2,100.00 (Single User License)

ID: ABC018D6793EN

Abstracts

In 2022, alcoholic drinks, overall, posted double-digit total volume growth, as the industry continued to recover from the slump during the Coronavirus (COVID-19) pandemic. The COVID-19 crisis brought a shift to the off-trade channel with the closure of foodservice outlets and severe restrictions on consumer mobility. Therefore, as society reopened and sales shifted to the on-trade channel, off-trade volume sales fell. However, off-trade volume sales remained higher than the 2019 pre-pandemic le...

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 (2018-2022), 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 2027 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;

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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