

Asian Speciality Drinks in Portugal

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Abstracts

Asian speciality drinks has seen steady, double-digit value growth since 2013, when actual sales were no longer too negligible to note. Interest in these drinks grew in tandem with the growth and success of Asian food served in on-trade and specialised outlets and increased availability and demand for Asian products in the retailing channel. Moreover, economic recovery and rising household purchasing power coupled with the increasing desire of Portuguese consumers to experiment with novel and ex...

Euromonitor International's Asian Speciality 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 (2014-2018), 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, packaging or pricing issues. Forecasts to 2023 illustrate how the market is set to change.

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

Why buy this report?

Get a detailed picture of the Asian Speciality 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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