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Fortified/Functional Beverages in Portugal

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Abstracts

Portuguese consumers are increasingly looking to follow healthier lifestyles. The pandemic in particular has made them more aware of the importance of prevention, encouraging sales of products with immunity support such as vitamins, for instance. This trend continues to benefit fortified/functional beverages in 2021. While regular juice drinks (up to 24% juice) is registering flat growth, references claiming high content of vitamins within the fortified/functional space are recording more visibl...

Euromonitor International's Fortified/Functional Beverages in Portugal report tracks the developments of health-associated product types and the healthy-option positioning of competing brands across different food sectors. It provides the latest retail sales data 2017-2021, allowing you to compare health and wellness categories with each other or in the context of the total market for a sector. It identifies the leading companies, the leading brands and offers strategic analysis of key factors influencing the market- be they new product developments, legislative context or lifestyle influences. Forecasts to 2026 illustrate how the market is set to change.

Product coverage: FF Hot Drinks, FF Soft Drinks.

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

Why buy this report?

Get a detailed picture of the Fortified/Functional Beverages 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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