

# Fortified/Functional Packaged Food in Portugal

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## Abstracts

Even prior to the COVID-19 pandemic, consumer demand was growing for healthy products that boost the immune system. There was even more heightened awareness and growing demand in the last two years of the review period, as consumers sought to avoid catching and transmitting the virus. These trends notably boosted the consumption of FF yoghurt, towards the end of the review period, with ongoing retail volume growth. Consumers are increasingly aware of the links between probiotics, gut health and...

Euromonitor International's Fortified/Functional Packaged Food 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 Baby Food, FF Bread, FF Breakfast Cereals, FF Confectionery, FF Dairy, FF Pasta, FF Sweet Biscuits, Snack Bars and Fruit Snacks, FF Vegetable and Seed Oil.

**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 Packaged Food 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.

## Contents

### FORTIFIED/FUNCTIONAL PACKAGED FOOD IN PORTUGAL

#### KEY DATA FINDINGS

#### 2021 DEVELOPMENTS

FF yoghurt appeals thanks to being seen as boosting immune health

Demand for protein-rich packaged food continues to drive innovation

Nestum Zero Rice offers a host of appealing attributes in FF hot cereals

#### PROSPECTS AND OPPORTUNITIES

Continente Food Lab innovates with insects

Nestum Super range offers carefully tailored benefits

Naturally functional ingredients such as chickpeas could feature more in forecast period

#### CATEGORY DATA

Table 1 Sales of Fortified/Functional Packaged Food by Category: Value 2016-2021

Table 2 Sales of Fortified/Functional Packaged Food by Category: % Value Growth 2016-2021

Table 3 Key Functional Ingredients in Fortified/Functional Breakfast Cereals: % Value 2016-2021

Table 4 Key Functional Ingredients in Fortified/Functional Sugar Confectionery: % Value 2016-2021

Table 5 Key Functional Ingredients in Fortified/Functional Milk: % Value 2016-2021

Table 6 Sales of Fortified/Functional Yoghurt by Standard Fat vs Reduced Fat: % Value 2016-2021

Table 7 NBO Company Shares of Fortified/Functional Packaged Food: % Value 2017-2021

Table 8 LBN Brand Shares of Fortified/Functional Packaged Food: % Value 2018-2021

Table 9 Distribution of Fortified/Functional Packaged Food by Format: % Value 2016-2021

Table 10 Forecast Sales of Fortified/Functional Packaged Food by Category: Value 2021-2026

Table 11 Forecast Sales of Fortified/Functional Packaged Food by Category: % Value Growth 2021-2026

### HEALTH AND WELLNESS IN PORTUGAL

#### EXECUTIVE SUMMARY

Health and wellness in 2021: The big picture

2021 key trends

Competitive landscape

Retailing developments

What next for health and wellness?

## MARKET DATA

Table 12 Sales of Health and Wellness by Type: Value 2016-2021

Table 13 Sales of Health and Wellness by Type: % Value Growth 2016-2021

Table 14 Sales of Health and Wellness by Category: Value 2016-2021

Table 15 Sales of Health and Wellness by Category: % Value Growth 2016-2021

Table 16 Sales of Health and Wellness by Prime Positioning: Value 2016-2021

Table 17 Sales of Health and Wellness by Prime Positioning: % Value Growth 2016-2021

Table 18 NBO Company Shares of Health and Wellness: % Value 2017-2021

Table 19 LBN Brand Shares of Health and Wellness: % Value 2018-2021

Table 20 Distribution of Health and Wellness by Format: % Value 2016-2021

Table 21 Distribution of Health and Wellness by Format and Category: % Value 2021

Table 22 Forecast Sales of Health and Wellness by Type: Value 2021-2026

Table 23 Forecast Sales of Health and Wellness by Type: % Value Growth 2021-2026

Table 24 Forecast Sales of Health and Wellness by Category: Value 2021-2026

Table 25 Forecast Sales of Health and Wellness by Category: % Value Growth 2021-2026

Table 26 Forecast Sales of Health and Wellness by Prime Positioning: Value 2021-2026

Table 27 Forecast Sales of Health and Wellness by Prime Positioning: % Value Growth 2021-2026

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## SOURCES

Summary 1 Research Sources

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