

Free From in Portugal

<https://marketpublishers.com/r/F9DA3BE4437EN.html>

Date: February 2022

Pages: 28

Price: US\$ 990.00 (Single User License)

ID: F9DA3BE4437EN

Abstracts

Free from packaged food maintained strong growth in 2021. Despite the impact of the COVID-19 pandemic in terms of economic uncertainty, consumers with food intolerances continued to require free from food. Diets focused on plant-based products in particular gathered momentum on a global basis, with Portugal being no exception. While health concerns and consumer awareness of sustainability are fundamental in consumers' purchasing decisions, the rise of flexitarians also led to the boom of plant-b...

Euromonitor International's Free From 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: Free From Allergens, Free From Dairy, Free From Gluten, Free From Lactose, Free From Meat.

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

Why buy this report?

Get a detailed picture of the Free From 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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