+44 20 8123 2220
info@marketpublishers.com

Health and Wellness in Portugal

https://marketpublishers.com/r/H12AF6F73D2EN.html
Date: February 2022
Pages: 101
Price: US$ 2,100.00 (Single User License)
ID: H12AF6F73D2EN

Abstracts

Portuguese consumers were already seeking healthier habits, including those regarding their diet, prior to the emergence of the pandemic. In 2021, this trend has intensified. COVID-19 has led to heightened awareness amongst Portuguese consumers about the importance of a balanced diet for general good health and as a preventive way to support the immune system. This continues to have a positive impact on demand for health and wellness beverages with retail volume sales registering positive growth...

Euromonitor International's Health and Wellness 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: Focus Categories by Key Functional Ingredients, Health and Wellness by Category, Health and Wellness by Type, Health Wellness by Prime Positioning.

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

Why buy this report?

Get a detailed picture of the Health and Wellness market;

Pinpoint growth sectors and identify factors driving change;

+44 20 8123 2220
info@marketpublishers.com

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.

+44 20 8123 2220
info@marketpublishers.com

Contents

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 1 Sales of Health and Wellness by Type: Value 2016-2021
Table 2 Sales of Health and Wellness by Type: % Value Growth 2016-2021
Table 3 Sales of Health and Wellness by Category: Value 2016-2021
Table 4 Sales of Health and Wellness by Category: % Value Growth 2016-2021
Table 5 Sales of Health and Wellness by Prime Positioning: Value 2016-2021
Table 6 Sales of Health and Wellness by Prime Positioning: % Value Growth 2016-2021
Table 7 NBO Company Shares of Health and Wellness: % Value 2017-2021
Table 8 LBN Brand Shares of Health and Wellness: % Value 2018-2021
Table 9 Distribution of Health and Wellness by Format: % Value 2016-2021
Table 10 Distribution of Health and Wellness by Format and Category: % Value 2021
Table 11 Forecast Sales of Health and Wellness by Type: Value 2021-2026
Table 12 Forecast Sales of Health and Wellness by Type: % Value Growth 2021-2026
Table 13 Forecast Sales of Health and Wellness by Category: Value 2021-2026
Table 14 Forecast Sales of Health and Wellness by Category: % Value Growth 2021-2026
Table 15 Forecast Sales of Health and Wellness by Prime Positioning: Value 2021-2026
Table 16 Forecast Sales of Health and Wellness by Prime Positioning: % Value Growth 2021-2026
DISCLAIMER
SOURCES
Summary 1 Research Sources
BETTER FOR YOU BEVERAGES IN PORTUGAL
KEY DATA FINDINGS
2021 DEVELOPMENTS
Portuguese consumers strengthen adoption of healthier diets due to pandemic
Most new product development focuses on reduced sugar claims
BFY reduced caffeine hot drinks retains considerable share overall
PROSPECTS AND OPPORTUNITIES
Rising tax pressures on sugar-laden products

Low presence of zero sugar and low calorie variants in sport drinks and energy drinks might represent growth opportunity
Reduced caffeine hot drinks unlikely to see strong innovation efforts
CATEGORY DATA
Table 17 Sales of BFY Beverages by Category: Value 2016-2021
Table 18 Sales of BFY Beverages by Category: % Value Growth 2016-2021
Table 19 NBO Company Shares of BFY Beverages: % Value 2017-2021
Table 20 LBN Brand Shares of BFY Beverages: % Value 2018-2021
Table 21 Distribution of BFY Beverages by Format: % Value 2016-2021
Table 22 Forecast Sales of BFY Beverages by Category: Value 2021-2026
Table 23 Forecast Sales of BFY Beverages by Category: % Value Growth 2021-2026
FORTIFIED/FUNCTIONAL BEVERAGES IN PORTUGAL
KEY DATA FINDINGS
2021 DEVELOPMENTS
COVID-19 drives interest in fortified/functional with immunity support claims
FF soft drinks remains small area of the market
Tea dominates FF hot drinks
PROSPECTS AND OPPORTUNITIES
Further interest in immunity support set to drive demand for fortified/functional beverages
Small area of the market with growth prospects
FF beverages to continue to represent weak presence in hot drinks
CATEGORY DATA
Table 24 Sales of Fortified/Functional Beverages by Category: Value 2016-2021
Table 25 Sales of Fortified/Functional Beverages by Category: % Value Growth 2016-2021
Table 26 Key Functional Ingredients in Fortified/Functional Bottled Water: % Value 2016-2021
Table 27 Key Functional Ingredients in Fortified/Functional Juice Drinks (up to 24% juice): % Value 2016-2021
Table 28 Key Functional Ingredients in Fortified/Functional RTD Tea: % Value 2016-2021
Table 29 NBO Company Shares of Fortified/Functional Beverages: % Value 2017-2021
Table 30 LBN Brand Shares of Fortified/Functional Beverages: % Value 2018-2021
Table 31 Distribution of Fortified/Functional Beverages by Format: % Value 2016-2021
Table 32 Forecast Sales of Fortified/Functional Beverages by Category: Value 2021-2026
Table 33 Forecast Sales of Fortified/Functional Beverages by Category: % Value Growth 2021-2026

NATURALLY HEALTHY BEVERAGES IN PORTUGAL
KEY DATA FINDINGS
2021 DEVELOPMENTS
NH bottled water retains its dominance
Rising interest in health prevention drives growth of NH fruit/vegetable juice
NH tea variants continue to expand penetration
PROSPECTS AND OPPORTUNITIES
Bottled water still perceived as essential
Further interest in immunity-boosting products set to drive demand for NH juice
Emergence of new local players is expected
CATEGORY DATA
Table 34 Sales of NH Beverages by Category: Value 2016-2021
Table 35 Sales of NH Beverages by Category: % Value Growth 2016-2021
Table 36 NBO Company Shares of NH Beverages: % Value 2017-2021
Table 37 LBN Brand Shares of NH Beverages: % Value 2018-2021
Table 38 Distribution of NH Beverages by Format: % Value 2016-2021
Table 39 Forecast Sales of NH Beverages by Category: Value 2021-2026
Table 40 Forecast Sales of NH Beverages by Category: % Value Growth 2021-2026
ORGANIC BEVERAGES IN PORTUGAL
KEY DATA FINDINGS
2021 DEVELOPMENTS
Portuguese consumers becoming increasingly interested in sustainability
Organic beverages becoming increasingly visible niche
Kombucha drives growth of organic RTD tea
PROSPECTS AND OPPORTUNITIES
Expanding consumer base
Organic non-cola carbonates could take advantage of foodservice recovery
Organic hot drinks likely to expand
CATEGORY DATA
Table 41 Sales of Organic Beverages by Category: Value 2016-2021
Table 42 Sales of Organic Beverages by Category: % Value Growth 2016-2021
Table 43 NBO Company Shares of Organic Beverages: % Value 2017-2021
Table 44 LBN Brand Shares of Organic Beverages: % Value 2018-2021
Table 45 Distribution of Organic Beverages by Format: % Value 2016-2021
Table 46 Forecast Sales of Organic Beverages by Category: Value 2021-2026
Table 47 Forecast Sales of Organic Beverages by Category: % Value Growth 2021-2026
BETTER FOR YOU PACKAGED FOOD IN PORTUGAL
KEY DATA FINDINGS

2021 DEVELOPMENTS
Demand for healthy food increases further in wake of COVID-19 pandemic
Consumers demand convenience and indulgence alongside health benefits, fuelling innovation
Private label proving adept at surfing the better for you wave
PROSPECTS AND OPPORTUNITIES
Growth slows as reduced fat dairy shows signs of maturity
Naturally healthy packaged food could pose challenge if offering convenience
BFY savoury snacks proving more appealing than many sweeter options
CATEGORY DATA
Table 48 Sales of BFY Packaged Food by Category: Value 2016-2021
Table 49 Sales of BFY Packaged Food by Category: % Value Growth 2016-2021
Table 50 NBO Company Shares of BFY Packaged Food: % Value 2017-2021
Table 51 LBN Brand Shares of BFY Packaged Food: % Value 2018-2021
Table 52 Distribution of BFY Packaged Food by Format: % Value 2016-2021
Table 53 Forecast Sales of BFY Packaged Food by Category: Value 2021-2026
Table 54 Forecast Sales of BFY Packaged Food by Category: % Value Growth 2021-2026
FREE FROM IN PORTUGAL
KEY DATA FINDINGS
2021 DEVELOPMENTS
Strong ongoing growth thanks to health and sustainability concerns
Free from dairy seeing strong plant-based and lactose-free innovation
Private label remains innovative in free from meat
PROSPECTS AND OPPORTUNITIES
Price competition likely to intensify in response to high price sensitivity
Free from meat will move further into mainstream thanks to strong investment
Innovation in free from gluten likely to focus on everyday staples with healthy ingredients
CATEGORY DATA
Table 55 Sales of Free From by Category: Value 2016-2021
Table 56 Sales of Free From by Category: % Value Growth 2016-2021
Table 57 NBO Company Shares of Free From: % Value 2017-2021
Table 58 LBN Brand Shares of Free From: % Value 2018-2021
Table 59 Distribution of Free From by Format: % Value 2016-2021
Table 60 Forecast Sales of Free From by Category: Value 2021-2026
Table 61 Forecast Sales of Free From by Category: % Value Growth 2021-2026
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 62 Sales of Fortified/Functional Packaged Food by Category: Value 2016-2021
Table 63 Sales of Fortified/Functional Packaged Food by Category: % Value Growth 2016-2021
Table 64 Key Functional Ingredients in Fortified/Functional Breakfast Cereals: % Value 2016-2021
Table 65 Key Functional Ingredients in Fortified/Functional Sugar Confectionery: % Value 2016-2021
Table 66 Key Functional Ingredients in Fortified/Functional Milk: % Value 2016-2021
Table 67 Sales of Fortified/Functional Yoghurt by Standard Fat vs Reduced Fat: % Value 2016-2021
Table 68 NBO Company Shares of Fortified/Functional Packaged Food: % Value 2017-2021
Table 69 LBN Brand Shares of Fortified/Functional Packaged Food: % Value 2018-2021
Table 70 Distribution of Fortified/Functional Packaged Food by Format: % Value 2016-2021
Table 71 Forecast Sales of Fortified/Functional Packaged Food by Category: Value 2021-2026
Table 72 Forecast Sales of Fortified/Functional Packaged Food by Category: % Value Growth 2021-2026
NATURALLY HEALTHY PACKAGED FOOD IN PORTUGAL
KEY DATA FINDINGS
2021 DEVELOPMENTS
Honey benefits from immune-boosting reputation and premiumisation
NH olive oil sees stabilise in 2021 but benefits from ongoing premium innovation
BelVita strives to offer balanced nutrition in convenient NH cereal bars
PROSPECTS AND OPPORTUNITIES
NH nut and seed based spreads benefiting from growing awareness and nutritionists' recommendations
NH sour milk will see ongoing innovation as players explore new areas of kefir and

fermented milk
Nutri-Score likely to increasingly shape consumer purchasing decisions in private label
CATEGORY DATA
Table 73 Sales of NH Packaged Food by Category: Value 2016-2021
Table 74 Sales of NH Packaged Food by Category: % Value Growth 2016-2021
Table 75 NBO Company Shares of NH Packaged Food: % Value 2017-2021
Table 76 LBN Brand Shares of NH Packaged Food: % Value 2018-2021
Table 77 Distribution of NH Packaged Food by Format: % Value 2016-2021
Table 78 Forecast Sales of NH Packaged Food by Category: Value 2021-2026
Table 79 Forecast Sales of NH Packaged Food by Category: % Value Growth 2021-2026
ORGANIC PACKAGED FOOD IN PORTUGAL
KEY DATA FINDINGS
2021 DEVELOPMENTS
With organic production low in Portugal, major launches often come from multinationals
While local organic farming grows, most domestic launches have a premium positioning and price
Private label players proving adept at organic expansion
PROSPECTS AND OPPORTUNITIES
Organic production and range set to broaden in forecast period
Unpackaged organic food may pose stronger competition
Sustainability likely to become more important for organic packaged food in forecast period
CATEGORY DATA
Table 80 Sales of Organic Packaged Food by Category: Value 2016-2021
Table 81 Sales of Organic Packaged Food by Category: % Value Growth 2016-2021
Table 82 NBO Company Shares of Organic Packaged Food: % Value 2017-2021
Table 83 LBN Brand Shares of Organic Packaged Food: % Value 2018-2021
Table 84 Distribution of Organic Packaged Food by Format: % Value 2016-2021
Table 85 Forecast Sales of Organic Packaged Food by Category: Value 2021-2026
Table 86 Forecast Sales of Organic Packaged Food by Category: % Value Growth 2021-2026

+44 20 8123 2220
info@marketpublishers.com

I would like to order

Product name: Health and Wellness in Portugal

Product link: https://marketpublishers.com/r/H12AF6F73D2EN.html

Price: US$ 2,100.00 (Single User License / Electronic Delivery)

If you want to order Corporate License or Hard Copy, please, contact our Customer Service:
info@marketpublishers.com

Payment

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click button on product page https://marketpublishers.com/r/H12AF6F73D2EN.html

To pay by Wire Transfer, please, fill in your contact details in the form below:

First name:

Last name:

Email:

Company:

Address:

City:

Zip code:

Country:

Tel:

Fax:

Your message:

**All fields are required

Custumer signature _____

Please, note that by ordering from marketpublishers.com you are agreeing to our Terms & Conditions at https://marketpublishers.com/docs/terms.html

To place an order via fax simply print this form, fill in the information below
and fax the completed form to +44 20 7900 3970