

# Naturally Healthy Packaged Food in Portugal

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## Abstracts

Honey saw an increase in retail volume sales growth in 2020, benefiting from the impact of the COVID-19 pandemic and from being viewed as a natural, healthy and versatile product. NH honey is traditionally popular in Portugal, with sales thus being fairly mature, but in 2020 more consumers bought these products as they sought to build immunity to the virus. Honey in Portugal is used in a variety of ways, such as for health, disease prevention and in cooking. It is most commonly consumed for brea...

Euromonitor International's Naturally Healthy 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:** NH Cereal Bars, NH Dairy, NH Fruit and Nut Bars, NH Fruit Snacks, NH High Fibre Food, NH Honey, NH Nuts, Seeds and Trail Mixes, NH Olive Oil, NH Rice.

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

## Why buy this report?

Get a detailed picture of the Naturally Healthy 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.

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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

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