

Spirits in Portugal

<https://marketpublishers.com/r/SD1B717D0F1EN.html>

Date: June 2024

Pages: 32

Price: US\$ 990.00 (Single User License)

ID: SD1B717D0F1EN

Abstracts

After a very strong 2022, the expectations from spirits producers, distributors and retailers in Portugal were very high for 2023. However, sales slowed considerably as Portuguese consumers were confronted by the rising cost of living, high interest rates, and economic uncertainty. Cutbacks were made on non-essential goods including spirits, with noticeable weak performance during the summer and Christmas period, which are normally peak seasons for buying spirits. Tourism made a relevant contrib...

Euromonitor International's Spirits in Portugal report offers a comprehensive guide to the size and shape of the market at a national level. It provides the latest retail sales data (2019-2023), allowing you to identify the sectors driving growth. It identifies the leading companies, the leading brands and offers strategic analysis of key factors influencing the market - be they legislative, distribution or pricing issues. Forecasts to 2028 illustrate how the market is set to change.

Product coverage: Brandy and Cognac, Liqueurs, Non Alcoholic Spirits, Other Spirits, Rum, Tequila (and Mezcal), Whiskies, White Spirits.

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

Why buy this report?

Get a detailed picture of the Spirits 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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June 2024

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