



**Euromonitor
International**

Beer in Portugal

July 2025

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2024 DEVELOPMENTS

Beer benefits from positive on-trade demand in 2024
Super Bock and SCC continue to dominate beer sales
Beer benefits from its strong relevance in the on-trade channel

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Beer landscape could evolve as consumers develop new tastes and habits
Non alcoholic beer set to be a key growth driver
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Legal purchasing age and legal drinking age
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Advertising
Smoking ban
Opening hours
On-trade establishments

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DISCLAIMER

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