



Euromonitor
International

Spirits in Portugal

August 2026

Table of Contents

Spirits in Portugal - Category analysis

KEY DATA INSIGHTS

2025 DEVELOPMENTS

Spirits Summary

INDUSTRY PERFORMANCE

Consumers Shift to Lighter Drinks as Health and Cost Concerns Rise

Whiskies Maintain Leadership as Volume Falls Amid Shifting Preferences

Chart 1 - The Foxtale Launches 0% Option

Casa Redondo'S Alcohol-Free Gin and Coca-Cola'S Rtds Shape Drinking Habits

Chart 2 - Volume Sales 2020-2030

Chart 3 - Volume Sales by Category 2025

WHAT'S NEXT?

Diageo and Pernod Ricard Innovate with Flavours to Reach New Consumers

Premium Pricing and Health Trends Reshape Brand Strategies and Investment

Chart 4 - Forecast Volume Sales 2020-2030

Chart 5 - Forecast Volume Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

Diageo and Pernod Ricard Adapt to Share Erosion with Innovation

Chart 6 - Company Shares 2025

Chart 7 - Brand Shares 2025

CHANNELS

Continente and Pingo Doce Expand Proximity Stores to Capture Shoppers

Lidl and Mercadona Leverage Omnichannel Investments to Boost Online Spirits Sales

ECONOMIC CONTEXT

Chart 8 - Economic Context for Spirits

Chart 9 - Real GDP Growth 2020-2030

Chart 10 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 11 - Consumer Context for Spirits

Chart 12 - Population 2020-2030

Chart 13 - Population by Generation 2025

COUNTRY REPORTS DISCLAIMER

Alcoholic Drinks in Portugal - Industry Overview

EXECUTIVE SUMMARY

2025 Developments

KEY DATA INSIGHTS

INDUSTRY PERFORMANCE

Pernod Ricard Drives Innovation in Rtds as Moderation Reshapes Consumption

Chart 14 - Craft Breweries Launch 0% Alcohol Options

Praxis and 2 Corvos Expand 0% Beer to Attract New Drinkers

Chart 15 - Volume Sales 2020-2030

Chart 16 - Volume Sales by Category 2025

WHAT'S NEXT?

Private Label and Premium Brands Drive Polarisation Amid Moderation

Chart 17 - Forecast Volume Sales 2020-2030

Chart 18 - Forecast Volume Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

Super Bock Group Extends Lead as Rtds and 0% Beer Drive Relevance

Chart 19 - Company Shares 2025

Chart 20 - Brand Shares 2025

CHANNELS

Supermarkets Leverage Proximity to Maintain Off-Trade Dominance

Online Channels Attract Young Consumers of Legal Drinking Age, but Face Cultural Headwinds

MARKET BACKGROUND

Legislation

Legal Purchasing Age and Legal Drinking Age

Advertising

Smoking Ban

Opening Hours

On-Trade Establishments

TAXATION AND DUTY LEVIES

OPERATING ENVIRONMENT

Contraband/Parallel Trade

Duty Free

Cross-Border/Private Imports

ECONOMIC CONTEXT

Chart 21 - Economic Context for Alcoholic Drinks

Chart 22 - Real GDP Growth 2020-2030

Chart 23 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 24 - Consumer Context for Alcoholic Drinks

Chart 25 - Population 2020-2030

Chart 26 - Population by Generation 2025

COUNTRY REPORTS DISCLAIMER

About Euromonitor International

Euromonitor International is an independent market intelligence provider. Data, insight and analysis stem from in-the-field research spanning 210 national markets.

Content ranges from the in-depth and country-specific, to key strategic themes with a global range and significance. Products cover a comprehensive range of insights and market data, but can be broadly categorised as:

- **Strategy Briefings:** Global or regional in scope, and focussing on the most important themes shaping consumer demand, the key markets, competitive environment and future outlook across a range of industries.
- **Company Profiles:** Analysis dedicated to the world's most significant companies, with detailed insight into their activities, focus of operations, their competitors, their geographic presence and performance.
- **Country Reports:** For an in-depth understanding of specific countries, whether by industry, economic metrics or consumer

trends and lifestyles. These reports cover current trends, consumer demand, market potential and future prospects, with country-specific local insight and comprehensive data, unavailable elsewhere.

For more information on this report, further enquiries can be directed via this link www.euromonitor.com/spirits-in-portugal/report.