



**Euromonitor  
International**

# Other Hot Drinks in Portugal

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Table of Contents

## Other Hot Drinks in Portugal - Category analysis

### KEY DATA FINDINGS

#### 2025 DEVELOPMENTS

Other hot drinks hit by rising prices and the search for healthier products

#### INDUSTRY PERFORMANCE

Other hot drinks seeing value growth despite volume decline

Other plant-based hot drinks proving most resilient

#### WHAT'S NEXT?

Strong competition limits growth potential of other hot drinks

Technology developments set to drive innovation and enhance quality over the coming years

Wellness innovation and eco-friendly practices propel other hot drinks forward

#### COMPETITIVE LANDSCAPE

Nestlé retains clear lead

Novadelta - Comércio e Indústria de Cafés and private label see growth amid increasingly competitive market

#### CHANNELS

Supermarkets remains the leading channel while e-commerce maintains as the fastest growing channel

E-commerce continues to grow strongly

#### CATEGORY DATA

Table 1 - Retail Sales of Other Hot Drinks by Category: Volume 2020-2025

Table 2 - Retail Sales of Other Hot Drinks by Category: Value 2020-2025

Table 3 - Retail Sales of Other Hot Drinks by Category: % Volume Growth 2020-2025

Table 4 - Retail Sales of Other Hot Drinks by Category: % Value Growth 2020-2025

Table 5 - NBO Company Shares of Other Hot Drinks: % Retail Value 2021-2025

Table 6 - LBN Brand Shares of Other Hot Drinks: % Retail Value 2022-2025

Table 7 - Forecast Retail Sales of Other Hot Drinks by Category: Volume 2025-2030

Table 8 - Forecast Retail Sales of Other Hot Drinks by Category: Value 2025-2030

Table 9 - Forecast Retail Sales of Other Hot Drinks by Category: % Volume Growth 2025-2030

Table 10 - Forecast Retail Sales of Other Hot Drinks by Category: % Value Growth 2025-2030

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## Hot Drinks in Portugal - Industry Overview

### EXECUTIVE SUMMARY

Hot drinks expansion supported by health and wellness trend

### KEY DATA FINDINGS

#### INDUSTRY PERFORMANCE

Growth despite challenges

Health and sustainability

#### WHAT'S NEXT?

Health and wellness to remain a key driver

Innovation needs to remain affordable

Expansion of foodservice sales

#### COMPETITIVE LANDSCAPE

Nestlé Portugal remains the largest player in hot drinks despite increasing competition

Strong performance from private label

## CHANNELS

Supermarkets dominates retail sales of hot drinks

E-commerce expands strongly, while vending shows potential

Foodservice vs retail split

## MARKET DATA

Table 11 - Sales of Hot Drinks by Retail vs Foodservice: % Volume Breakdown 2020-2025

Table 12 - Sales of Hot Drinks by Retail vs Foodservice: % Volume Growth 2020-2025

Table 13 - Retail Sales of Hot Drinks by Category: Volume 2020-2025

Table 14 - Retail Sales of Hot Drinks by Category: Value 2020-2025

Table 15 - Retail Sales of Hot Drinks by Category: % Volume Growth 2020-2025

Table 16 - Retail Sales of Hot Drinks by Category: % Value Growth 2020-2025

Table 17 - Foodservice Sales of Hot Drinks by Category: Volume 2020-2025

Table 18 - Foodservice Sales of Hot Drinks by Category: % Volume Growth 2020-2025

Table 19 - Total Sales of Hot Drinks by Category: Total Volume 2020-2025

Table 20 - Total Sales of Hot Drinks by Category: % Total Volume Growth 2020-2025

Table 21 - NBO Company Shares of Hot Drinks: % Retail Value 2021-2025

Table 22 - LBN Brand Shares of Hot Drinks: % Retail Value 2022-2025

Table 23 - Penetration of Private Label in Hot Drinks by Category: % Retail Value 2020-2025

Table 24 - Retail Distribution of Hot Drinks by Format: % Volume 2020-2025

Table 25 - Retail Distribution of Hot Drinks by Format and Category: % Volume 2025

Table 26 - Forecast Sales of Hot Drinks by Retail vs Foodservice: % Volume Breakdown 2025-2030

Table 27 - Forecast Sales of Hot Drinks by Retail vs Foodservice: % Volume Growth 2025-2030

Table 28 - Forecast Retail Sales of Hot Drinks by Category: Volume 2025-2030

Table 29 - Forecast Retail Sales of Hot Drinks by Category: Value 2025-2030

Table 30 - Forecast Retail Sales of Hot Drinks by Category: % Volume Growth 2025-2030

Table 31 - Forecast Retail Sales of Hot Drinks by Category: % Value Growth 2025-2030

Table 32 - Forecast Foodservice Sales of Hot Drinks by Category: Volume 2025-2030

Table 33 - Forecast Foodservice Sales of Hot Drinks by Category: % Volume Growth 2025-2030

Table 34 - Forecast Total Sales of Hot Drinks by Category: Total Volume 2025-2030

Table 35 - Forecast Total Sales of Hot Drinks by Category: % Total Volume Growth 2025-2030

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## SOURCES

Summary 1 - Research Sources

## About Euromonitor International

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