



Other Hot Drinks in Portugal

December 2025

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Other Hot Drinks in Portugal - Category analysis

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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

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Hot Drinks in Portugal - Industry Overview

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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

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