



Euromonitor  
International

# Soft Drinks in Portugal

December 2025

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Soft drinks growing despite challenges

### KEY DATA FINDINGS

### INDUSTRY PERFORMANCE

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Sustainability to remain a strong trend, while AI will drive new developments

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Bottled water attracting health-conscious consumers

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Water consumption is increasingly valued by consumers  
Consumers turning to sparkling flavoured bottled water rather than carbonates

### WHAT'S NEXT?

Concern for health and wellbeing will lead to an increase in the consumption of bottled water  
Technological development in production and logistics will lead to better efficiency and cost reduction  
Sustainability through new packaging developments is a constant focus of the industry

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Tonic water/mixers/other bitters sees significant growth

WHAT'S NEXT?

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Out of line with the times

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Consumption is decreasing due to greater concern for health

Powder concentrates struggling to gain new consumers

## WHAT'S NEXT?

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The new SDR legislation is expected to have a negative impact on sales

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## INDUSTRY PERFORMANCE

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Technological and digital advances to improve efficiency

Sustainability remains key for the industry

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## INDUSTRY PERFORMANCE

Category sales are growing, driven by convenience

Gaining presence on shelves

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Focus on convenience and functionality will be key drivers of the category

Innovation and increased per capita consumption are fundamental for the development of the category.

Sustainable new packaging will be important for attracting new consumers

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Limited editions boost consumer interest

## INDUSTRY PERFORMANCE

Energy drinks continues to grow at a good pace

Reduced sugar options see strongest growth

## WHAT'S NEXT?

Per capita consumption of energy drinks is expected to continue to grow throughout the forecast period

Innovation still an essential pillar in the development of the category

Sustainability key to new packaging developments

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[Sports Drinks in Portugal](#)

## KEY DATA FINDINGS

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Sports drinks riding growing interest in exercise

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Sports drinks continues to grow as consumers become more informed about product benefits

Gyms and social media promote benefits of sports drinks

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Positive developments focused on innovation

Clear legislation is essential for category evolution

Brand information and engagement with consumers key for the development of the category and brands

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