



RTD Coffee in Portugal

December 2025

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RTD Coffee in Portugal - Category analysis

KEY DATA FINDINGS

2025 DEVELOPMENTS

RTD coffee can build on strong tradition of coffee consumption

INDUSTRY PERFORMANCE

Category sales are growing, driven by convenience

Gaining presence on shelves

WHAT'S NEXT?

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

COMPETITIVE LANDSCAPE

Private label retains lead

Nestlé performing well

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Supermarkets provide choice, accessibility and competitive pricing

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Pressure on household budgets

Increasing focus on health

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Further growth anticipated

Local production becoming important

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

COMPETITIVE LANDSCAPE

Leading player offers broad brand portfolio

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