



Euromonitor  
International

# 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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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

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For more information on this report, further enquiries can be directed via this link [www.euromonitor.com/rtd-coffee-in-portugal/report](http://www.euromonitor.com/rtd-coffee-in-portugal/report).