



Concentrates in Portugal

December 2025

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Concentrates in Portugal - Category analysis

KEY DATA FINDINGS

2025 DEVELOPMENTS

Out of line with the times

INDUSTRY PERFORMANCE

Consumption is decreasing due to greater concern for health

Powder concentrates struggling to gain new consumers

WHAT'S NEXT?

Concentrates set to see volumes stagnate

No major developments expected for concentrates over the forecast period

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

COMPETITIVE LANDSCAPE

Sunquick benefits from high level of brand awareness

Private label has significant presence

CHANNELS

Promotions are increasingly important to appeal to consumers

E-commerce proving relatively resilient

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Soft Drinks in Portugal - Industry Overview

EXECUTIVE SUMMARY

Soft drinks growing despite challenges

KEY DATA FINDINGS

INDUSTRY PERFORMANCE

Pressure on household budgets

Increasing focus on health

WHAT'S NEXT?

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
Red Bull expanding rapidly, while new brands target areas with strong growth potential

CHANNELS

Supermarkets offers convenience and competitive pricing
Digital technology playing growing role in retail
Foodservice vs retail split

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