



Euromonitor  
International

# RTD Tea in Portugal

December 2025

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## RTD Tea in Portugal - Category analysis

### KEY DATA FINDINGS

#### 2025 DEVELOPMENTS

RTD tea sluggish, but with potential

#### INDUSTRY PERFORMANCE

RTD tea brands looking to healthier versions and innovation

Carbonated RTD tea and kombucha seeing growth driven by interest in gut health

#### WHAT'S NEXT?

Innovation and concern for health boost the category

Functional products are increasingly the key driver of the category

New brands enter the category

#### COMPETITIVE LANDSCAPE

Private label dominates category

Unilever reinforces Lipton's position through innovation

#### CHANNELS

Supermarkets benefits from wide selection of brands

E-commerce stands out in terms of growth

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Soft drinks growing despite challenges

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#### 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

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#### About Euromonitor International

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