



Coffee in Portugal

December 2025

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Coffee in Portugal - Category analysis

KEY DATA FINDINGS

2025 DEVELOPMENTS

Coffee sales rising in both volume and value terms

INDUSTRY PERFORMANCE

Coffee sees rising prices

Fresh coffee beans lead 2025 value growth amid

WHAT'S NEXT?

Coffee set for continued growth amid rising costs and regulatory pressures

AI and technology drive innovation across the coffee value chain

Eco-friendly practices and health trends shape coffee's next chapter

COMPETITIVE LANDSCAPE

Nestlé leads with broad and diversified portfolio

Private label and Novadelta - Comércio e Indústria de Cafés narrowing the gap with Nestlé in 2025

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E-commerce as the fastest-growing coffee distribution channel

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Growth despite challenges

Health and sustainability

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Health and wellness to remain a key driver

Innovation needs to remain affordable

Expansion of foodservice sales

COMPETITIVE LANDSCAPE

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Strong performance from private label

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