



Juice in Portugal

December 2025

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KEY DATA FINDINGS

2025 DEVELOPMENTS

Budget consciousness and upmarket demand hit volume sales

INDUSTRY PERFORMANCE

Rising prices have a negative impact on consumption

Juice drinks (up to 24% juice) proves most resilient in volume terms

WHAT'S NEXT?

Juice consumption to be boosted by growing concern for health and wellbeing

Technological and digital advances to improve efficiency

Sustainability remains key for the industry

COMPETITIVE LANDSCAPE

Innovation drives the category

Leading player benefits from new products and strong distribution

CHANNELS

Supermarkets increases dominant share

Retail e-commerce is the fastest-growing channel, driven by its convenience

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EXECUTIVE SUMMARY

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

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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