



Processed Fruit and Vegetables in Portugal

November 2025

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Processed Fruit and Vegetables in Portugal - Category analysis

KEY DATA FINDINGS

2025 DEVELOPMENTS

Price increases and convenience drive stable value growth

INDUSTRY PERFORMANCE

Value growth supported by cost inflation and steady consumption

Shelf-stable tomatoes lead growth through practicality and price appeal

WHAT'S NEXT?

Moderate growth outlook sustained by affordability and convenience

Health-conscious choices support balanced consumption

Sustainability and packaging innovation gain importance

COMPETITIVE LANDSCAPE

Continente consolidates leadership through scale and affordability

Pingo Doce leverages value-for-money positioning and health appeal

CHANNELS

Supermarkets remain dominant due to range and pricing

Retail e-commerce expands through convenience and choice

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Staple Foods in Portugal - Industry Overview

EXECUTIVE SUMMARY

Price awareness, promotions and convenience continue to shape staple food consumption

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INDUSTRY PERFORMANCE

Convenience products benefit from changing meal habits and time constraints

Health-focused staples gain ground as consumers seek balance and transparency

WHAT'S NEXT?

Continued price consciousness and growth of private label lines

Meat alternatives must simplify, improve and regain consumer trust

Convenience and sustainability to define future innovation

COMPETITIVE LANDSCAPE

Sonae Modelo Continente strengthens leadership through portfolio breadth and innovation

Panegara and Cofaco drive momentum through category focus and product innovation

CHANNELS

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