



# Tea in Portugal

December 2025

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## KEY DATA FINDINGS

### 2025 DEVELOPMENTS

Health and wellness trend supporting growth of tea

### INDUSTRY PERFORMANCE

Tea benefiting from the health and wellness trend

Infusions lead tea market growth in 2025

### WHAT'S NEXT?

Growing consumer awareness and product innovation set to sustain market expansion

Technological advances anticipated to fuel efficiency and sustainability in tea industry

Sustainability and functional ingredients driving new product developments over the coming years

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Unilever stays out in front

Private label leads growth while premium and functional brands gain traction

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E-commerce is the most dynamic channel

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Hot Drinks in Portugal - Industry Overview

## EXECUTIVE SUMMARY

Hot drinks expansion supported by health and wellness trend

## KEY DATA FINDINGS

### INDUSTRY PERFORMANCE

Growth despite challenges

Health and sustainability

### WHAT'S NEXT?

Health and wellness to remain a key driver

Innovation needs to remain affordable

Expansion of foodservice sales

### COMPETITIVE LANDSCAPE

Nestlé Portugal remains the largest player in hot drinks despite increasing competition  
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