



**Euromonitor
International**

Tea in Portugal

December 2025

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Tea in Portugal - Category analysis

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2025 DEVELOPMENTS

Health and wellness trend supporting growth of tea

INDUSTRY PERFORMANCE

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Infusions lead tea market growth in 2025

WHAT'S NEXT?

Growing consumer awareness and product innovation set to sustain market expansion

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

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Expansion of foodservice sales

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