



**Euromonitor
International**

Processed Meat, Seafood and Alternatives To Meat in Portugal

November 2025

KEY DATA FINDINGS

2025 DEVELOPMENTS

Higher prices and health concerns reshape consumption patterns

INDUSTRY PERFORMANCE

Value sales rise amid cost pressures and shifting consumption habits

Shelf-stable seafood maintains leadership through innovation and trust

WHAT'S NEXT?

Gradual recovery expected, driven by seafood and value repositioning

Health and wellness concerns reshape product development

Sustainability and efficiency remain key industry priorities

COMPETITIVE LANDSCAPE

Continente maintains leadership through private label strength and certified sourcing

Cofaco drives growth through innovation and brand heritage

CHANNELS

Supermarkets remain the primary purchase channel

Retail e-commerce gains traction through convenience and visibility

CATEGORY DATA

Table 1 - Sales of Processed Meat, Seafood and Alternatives to Meat by Category: Volume 2020-2025

Table 2 - Sales of Processed Meat, Seafood and Alternatives to Meat by Category: Value 2020-2025

Table 3 - Sales of Processed Meat, Seafood and Alternatives to Meat by Category: % Volume Growth 2020-2025

Table 4 - Sales of Processed Meat, Seafood and Alternatives to Meat by Category: % Value Growth 2020-2025

Table 5 - Sales of Shelf Stable Processed Red Meat by Type: % Volume Breakdown 2020-2025

Table 6 - Sales of Chilled Processed Red Meat by Type: % Volume Breakdown 2020-2025

Table 7 - Sales of Frozen Processed Red Meat by Type: % Volume Breakdown 2020-2025

Table 8 - Sales of Frozen Processed Poultry by Type: % Value Breakdown 2020-2025

Table 9 - Sales of Frozen Processed Seafood by Type: % Value Breakdown 2020-2025

Table 10 - NBO Company Shares of Processed Meat, Seafood and Alternatives to Meat: % Value 2021-2025

Table 11 - LBN Brand Shares of Processed Meat, Seafood and Alternatives to Meat: % Value 2022-2025

Table 12 - Distribution of Processed Meat, Seafood and Alternatives to Meat by Format: % Value 2020-2025

Table 13 - Forecast Sales of Processed Meat, Seafood and Alternatives to Meat by Category: Volume 2025-2030

Table 14 - Forecast Sales of Processed Meat, Seafood and Alternatives to Meat by Category: Value 2025-2030

COUNTRY REPORTS DISCLAIMER

Staple Foods in Portugal - Industry Overview

EXECUTIVE SUMMARY

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

KEY DATA FINDINGS

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

Supermarkets consolidate their leadership through reach, variety and promotions

Retail e-commerce continues to gain ground through convenience and alignment with in-store offers

MARKET DATA

Table 15 - Sales of Staple Foods by Category: Volume 2020-2025

Table 16 - Sales of Staple Foods by Category: Value 2020-2025

Table 17 - Sales of Staple Foods by Category: % Volume Growth 2020-2025

Table 18 - Sales of Staple Foods by Category: % Value Growth 2020-2025

Table 19 - NBO Company Shares of Staple Foods: % Value 2021-2025

Table 20 - LBN Brand Shares of Staple Foods: % Value 2022-2025

Table 21 - Penetration of Private Label by Category: % Value 2020-2025

Table 22 - Distribution of Staple Foods by Format: % Value 2020-2025

Table 23 - Forecast Sales of Staple Foods by Category: Volume 2025-2030

Table 24 - Forecast Sales of Staple Foods by Category: Value 2025-2030

Table 25 - Forecast Sales of Staple Foods by Category: % Volume Growth 2025-2030

Table 26 - Forecast Sales of Staple Foods by Category: % Value Growth 2025-2030

COUNTRY REPORTS DISCLAIMER

SOURCES

Summary 1 - Research Sources

About Euromonitor International

Euromonitor International is an independent market intelligence provider. Data, insight and analysis stem from in-the-field research spanning 210 national markets.

Content ranges from the in-depth and country-specific, to key strategic themes with a global range and significance. Products cover a comprehensive range of insights and market data, but can be broadly categorised as:

- **Strategy Briefings:** Global or regional in scope, and focussing on the most important themes shaping consumer demand, the key markets, competitive environment and future outlook across a range of industries.
- **Company Profiles:** Analysis dedicated to the world's most significant companies, with detailed insight into their activities, focus of operations, their competitors, their geographic presence and performance.
- **Country Reports:** For an in-depth understanding of specific countries, whether by industry, economic metrics or consumer trends and lifestyles. These reports cover current trends, consumer demand, market potential and future prospects, with country-specific local insight and comprehensive data, unavailable elsewhere.

For more information on this report, further enquiries can be directed via this link www.euromonitor.com/processed-meat-seafood-and-alternatives-to-meat-in-portugal/report.