



Processed Meat, Seafood and Alternatives To Meat in Portugal

November 2025

Processed Meat, Seafood and Alternatives To Meat in Portugal - Category analysis

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

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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

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

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

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

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SOURCES

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