



Euromonitor  
International

# Cafés/Bars in Portugal

February 2024

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## Cafés/Bars in Portugal - Category analysis

### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Cafés/bars registers double-digit growth in 2023

The best performances in 2023 are achieved by bars/pubs and specialist coffee and tea shops

Innovation, special editions and premium products add value to the category

#### PROSPECTS AND OPPORTUNITIES

Cafés/bars surpasses 2019 volume transactions by 2027

Opportunities lie in innovation and added-value products

Chained players continue to erode the share of independents over the forecast period

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