

Bottled Water in Portugal

November 2024

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Bottled Water in Portugal - Category analysis

KEY DATA FINDINGS

2024 DEVELOPMENTS

Bottled water benefits from its alignment with the rising health and wellness trend Private labels represent almost half of retail volume sales in bottled water Companies continue to focus on sustainability and innovation to grow

PROSPECTS AND OPPORTUNITIES

Prices will continue to rise despite the prospect of improved purchasing power Concern for health and wellbeing increases the consumption of flavoured bottled water Innovation and communication are fundamental for brands to differentiate

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