

Carbonates in Portugal

November 2024

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Carbonates in Portugal - Category analysis

KEY DATA FINDINGS

2024 DEVELOPMENTS

Carbonates showcase retail volume growth as purchasing power and tourism grows

Concern about health creates ongoing challenges for soft drink players

Positive uplift for both private labels and regular carbonate brands

PROSPECTS AND OPPORTUNITIES

Prices are set to rise, continuing to shape purchasing habits

Innovation will be essential to drive growth among carbonates in Portugal

Out-of-home consumption will continue to be positive across the coming years

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