



**Euromonitor  
International**

# Concentrates in Portugal

November 2024

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KEY DATA FINDINGS

2024 DEVELOPMENTS

Price increases and shifts in consumer behaviour lead retail volume sales to decline  
Rising prices and health concerns negatively impact sales of powder concentrates  
Low level of private label options as leading players maintain their share in 2024

PROSPECTS AND OPPORTUNITIES

Challenges to growth include rising health trends and demand for convenience  
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