



Euromonitor
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Butter and Spreads in Portugal

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KEY DATA FINDINGS

2024 DEVELOPMENTS

- Butter sales continue to rise despite economic pressures
- Upfield retains its lead by focusing on healthier and more sustainable products
- Players working to improve the taste of plant-based spreads

PROSPECTS AND OPPORTUNITIES

- Sustainability concerns could provide growth opportunities for producers of plant-based spreads
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Dairy Products and Alternatives in Portugal - Industry Overview

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DISCLAIMER

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