



Euromonitor
International

Rtds in Portugal

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KEY DATA FINDINGS

2024 DEVELOPMENTS

- Spirit-based RTDs fuelling growth
- Producers of Sangria lead the market
- On-trade the most dynamic channel in 2024

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- Spirit-based RTDs set to remain the most dynamic category
- Distribution will be key in RTD's penetration growth
- Innovation likely to be a key growth driver

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Alcoholic Drinks in Portugal - Industry Overview

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- Alcoholic drinks in 2024: The big picture
- 2024 key trends
- Competitive landscape
- Retail developments
- On-trade vs off-trade split
- What next for alcoholic drinks?

MARKET BACKGROUND

- Legislation
- Legal purchasing age and legal drinking age
- Drink driving
- Advertising
- Smoking ban
- Opening hours
- On-trade establishments

TAXATION AND DUTY LEVIES

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- Contraband/parallel trade

Duty free

Cross-border/private imports

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DISCLAIMER

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