



Euromonitor
International

Spirits in Portugal

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2024 DEVELOPMENTS

Spirits sales slump following further price hikes

Pernod Ricard and Diageo compete for the lead

Tourism boosts on-trade sales while supermarkets lead retail sales

PROSPECTS AND OPPORTUNITIES

Spirits facing a challenging future

New strategies could be required to reach the next generation of drinkers

Sustainability and non/low alcohol spirits set to be a focus of innovation

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Vodka, gin, other blended Scotch whisky, dark rum and white rum price band methodology

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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

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