



Euromonitor
International

Cider/Perry in Portugal

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Cider/Perry in Portugal - Category analysis

KEY DATA FINDINGS

2024 DEVELOPMENTS

Cider/perry continues to benefit from the trend towards lighter alcoholic drinks
Somersby leads but Bandida do Pomar gains share
Off trade remains the most relevant channel for cider sales

PROSPECTS AND OPPORTUNITIES

Category expected to grow but at a slower pace
Players may need to target new consumers and new consumption occasions
New developments expected in non alcoholic cider/perry

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Alcoholic Drinks in Portugal - Industry Overview

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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

OPERATING ENVIRONMENT

Contraband/parallel trade

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DISCLAIMER

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