



Carbonates in Portugal

December 2025

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KEY DATA FINDINGS

2025 DEVELOPMENTS

Health and wellness trend hits carbonates

INDUSTRY PERFORMANCE

Carbonates sees health concerns dampen sales

Tonic water/mixers/other bitters sees significant growth

WHAT'S NEXT?

Carbonates consumption to grow, dominated by healthier solutions

Innovation and new experiences will be essential to boost the category

The new SDR scheme is expected to have an impact on consumption

COMPETITIVE LANDSCAPE

Brand awareness, investment in communication and consumer activities, and innovation boost the category

Orangina Schweppes benefits from growing demand for tonic water, mixers and other bitters

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Supermarkets remains the preferred distribution channel in Portugal

E-commerce sees further expansion

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Soft Drinks in Portugal - Industry Overview

EXECUTIVE SUMMARY

Soft drinks growing despite challenges

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INDUSTRY PERFORMANCE

Pressure on household budgets

Increasing focus on health

WHAT'S NEXT?

Further growth anticipated

Local production becoming important

Sustainability to remain a strong trend, while AI will drive new developments

COMPETITIVE LANDSCAPE

Leading player offers broad brand portfolio

Red Bull expanding rapidly, while new brands target areas with strong growth potential

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Supermarkets offers convenience and competitive pricing

Digital technology playing growing role in retail

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