



Euromonitor
International

Full-Service Restaurants in Portugal

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Full-Service Restaurants in Portugal - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

Growth of full-service restaurants, although the category is losing momentum and ground

Traditional Portuguese cuisine remains the most popular in full-service restaurants

High heterogeneity characterises the competitive landscape

PROSPECTS AND OPPORTUNITIES

Full category recovery only achieved by 2026

Innovation, digitalisation and control of food waste increasingly characterise the category over the forecast period

According to industry representatives, government harmonisation of VAT, while being beneficial for the category, does not go far enough

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DISCLAIMER

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