



# Wine in Portugal

June 2024

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## Wine in Portugal - Category analysis

### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Wine registers stagnant volume sales as prices rise  
Sparkling and white wine is the most dynamic category  
Non-alcoholic wine remains negligible

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Wine is expected to see slight volume decline  
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## Alcoholic Drinks in Portugal - Industry Overview

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On-trade vs off-trade split  
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