



# RTD Coffee in Portugal

December 2023

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## RTD Coffee in Portugal - Category analysis

### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

RTD Coffee per capita grows amidst rising inflation and declining disposable incomes

Unit prices will grow in 2023, despite the rise of private label options

Competition is on the rise as private label gains grounds and Nescafé innovates

#### PROSPECTS AND OPPORTUNITIES

High potential for growth as RTD coffee offers innovation to the landscape

Convenience is set to drive sales across the forecast period

New players will launch on the landscape, increasing competition

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