



Spirits in Portugal

June 2024

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Spirits in Portugal - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

Spirits sales slow following dynamic growth in the previous year

Bitters and Tequila enjoy strong growth

Light ABV options surpass non-alcoholic drinks

PROSPECTS AND OPPORTUNITIES

Spirits are expected to be most affected by ABV tax revisions

Health concerns surrounding alcohol will lead to additional challenges for spirits

Recruiting consumers from younger generations to prove challenging

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