

Plant-Based Dairy in Portugal

September 2023

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Plant-Based Dairy in Portugal - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

Healthy growth in 2023, with other plant-based milks gaining traction
Plant based yoghurt represents a growth opportunity
Innovation in plant-based milk brings flavour closer to that of cow's milk

PROSPECTS AND OPPORTUNITIES

Closing the price gap between cow milk and plant-based milk represents an opportunity for an increase in consumption
Plant-based cheese will form part of companies' strategies
Plant-based yoghurt will gain significance

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DISCLAIMER

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