



Bottled Water in Portugal

December 2025

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Bottled Water in Portugal - Category analysis

KEY DATA FINDINGS

2025 DEVELOPMENTS

Bottled water attracting health-conscious consumers

INDUSTRY PERFORMANCE

Water consumption is increasingly valued by consumers

Consumers turning to sparkling flavoured bottled water rather than carbonates

WHAT'S NEXT?

Concern for health and wellbeing will lead to an increase in the consumption of bottled water

Technological development in production and logistics will lead to better efficiency and cost reduction

Sustainability through new packaging developments is a constant focus of the industry

COMPETITIVE LANDSCAPE

Private label has an important role in the category

Pedras Salgadas sees significant growth

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Pressure on household budgets

Increasing focus on health

WHAT'S NEXT?

Further growth anticipated

Local production becoming important

Sustainability to remain a strong trend, while AI will drive new developments

COMPETITIVE LANDSCAPE

Leading player offers broad brand portfolio

Red Bull expanding rapidly, while new brands target areas with strong growth potential

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