



Baked Goods in Portugal

November 2025

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[Baked Goods in Portugal - Category analysis](#)

KEY DATA FINDINGS

2025 DEVELOPMENTS

Rising costs and value-added innovation shape baked goods performance

INDUSTRY PERFORMANCE

Price inflation and premiumisation sustain value growth

Product innovation boosts packaged leavened bread performance

WHAT'S NEXT?

Continued steady growth underpinned by essential demand and premiumisation

Health and functional benefits to drive product differentiation

Industry reformulation and regulation encourage healthier recipes

COMPETITIVE LANDSCAPE

Artisanal dominance complemented by Continente's leadership in branded baked goods

Continente's dynamic performance driven by constant innovation and personalised promotions

CHANNELS

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Retail e-commerce expands through convenience and spending control

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[Staple Foods in Portugal - Industry Overview](#)

EXECUTIVE SUMMARY

Price awareness, promotions and convenience continue to shape staple food consumption

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INDUSTRY PERFORMANCE

Convenience products benefit from changing meal habits and time constraints

Health-focused staples gain ground as consumers seek balance and transparency

WHAT'S NEXT?

Continued price consciousness and growth of private label lines

Meat alternatives must simplify, improve and regain consumer trust

Convenience and sustainability to define future innovation

COMPETITIVE LANDSCAPE

Sonae Modelo Continente strengthens leadership through portfolio breadth and innovation

Panegara and Cofaco drive momentum through category focus and product innovation

CHANNELS

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