



Chocolate Confectionery in Portugal

August 2026

Table of Contents

[Chocolate Confectionery in Portugal - Category analysis](#)

KEY DATA INSIGHTS

2026 DEVELOPMENTS

Chocolate Confectionery Summary

KEY INDUSTRY TRENDS

Chart 1 - Key Industry Trends for Chocolate Confectionery

INDUSTRY PERFORMANCE

Affordability Drives Growth through Aggressive Discounts and Smaller Formats

Premiumisation Aids Boxed Assortment and Chocolate Pouches Growth

Chart 2 - Value Sales 2021-2031

Chart 3 - Volume Sales 2021-2031

Chart 4 - Value Sales by Category 2026

WHAT'S NEXT?

Brands to Leverage Premiumisation and Social Media to Defend Value

Tablets to Hold Firm While Boxed Assortments Emerge as the Fastest Growing Category

Chart 5 - Forecast Value Sales 2021-2031

Chart 6 - Forecast Value Sales by Category 2026-2031

COMPETITIVE LANDSCAPE

Ferrero Ibérica Sa Sustains Lead as Innovation Drives Brand Strength

Chart 7 - Company Shares 2026

Chart 8 - Brand Shares 2026

CHANNELS

Supermarkets Defend Leadership as Shoppers Seek Variety and Value

Retail E-Commerce Gains Momentum as Convenience Reshapes Purchasing Habits

Chart 9 - Retail Channels 2021-2026

PRODUCTS

Nestlé and Milka Adapt Formats and Flavours to Changing Demands

Chart 10 - Controlled Indulgence

Innovation in Formats and Partnerships Boosts Value and Shelf Presence

Chart 11 - Milka and Biscoff

ECONOMIC CONTEXT

Chart 12 - Economic Context for Chocolate Confectionery

Chart 13 - Real GDP Growth 2021-2031

Chart 14 - Inflation 2021-2031

CONSUMER CONTEXT

Chart 15 - Consumer Context for Chocolate Confectionery

Chart 16 - Population 2021-2031

Chart 17 - Population by Generation 2026

COUNTRY REPORTS DISCLAIMER

[Snacks in Portugal - Industry Overview](#)

EXECUTIVE SUMMARY

2026 Developments

KEY DATA INSIGHTS

INDUSTRY PERFORMANCE

Brands Shape Value through Innovation and Data-Driven Engagement

Magnum Captures Premium Indulgence as Pistachio Trend Lifts Ice Cream Sales

Chart 18 - Influence of Dubai Chocolate

Private Label Expansion Drives Competitive Pricing and Format Innovation

Chart 19 - Controlled Indulgence

Chart 20 - Value Sales 2021-2031

Chart 21 - Value Sales by Category 2026

WHAT'S NEXT?

Retailers to Leverage Data to Intensify Competition with Branded Snacks

Premium Innovation to Drive Ice Cream, Chocolate and Savoury Snacks Ahead

Chart 22 - Forecast Value Sales 2021-2031

Chart 23 - Forecast Value Sales by Category 2026-2031

COMPETITIVE LANDSCAPE

Top Players Sustain Leadership as Ice Cream Transitions Boost Competition

Chart 24 - Company Shares 2026

Chart 25 - Brand Shares 2026

CHANNELS

Supermarkets Drive Sales with Broad Portfolios and Promotions

Mercadona Gains Share as E-Commerce and Discounters Accelerate Growth

Chart 26 - Retail Channels 2021-2026

ECONOMIC CONTEXT

Chart 27 - Economic Context for Snacks

Chart 28 - Real GDP Growth 2021-2031

Chart 29 - Inflation 2021-2031

CONSUMER CONTEXT

Chart 30 - Consumer Context for Snacks

Chart 31 - Population 2021-2031

Chart 32 - Population by Generation 2026

COUNTRY REPORTS DISCLAIMER

About Euromonitor International

Euromonitor International is an independent market intelligence provider. Data, insight and analysis stem from in-the-field research spanning 210 national markets.

Content ranges from the in-depth and country-specific, to key strategic themes with a global range and significance. Products cover a comprehensive range of insights and market data, but can be broadly categorised as:

- **Strategy Briefings:** Global or regional in scope, and focussing on the most important themes shaping consumer demand, the key markets, competitive environment and future outlook across a range of industries.
- **Company Profiles:** Analysis dedicated to the world's most significant companies, with detailed insight into their activities, focus of operations, their competitors, their geographic presence and performance.
- **Country Reports:** For an in-depth understanding of specific countries, whether by industry, economic metrics or consumer trends and lifestyles. These reports cover current trends, consumer demand, market potential and future prospects, with country-specific local insight and comprehensive data, unavailable elsewhere.

For more information on this report, further enquiries can be directed via this link www.euromonitor.com/chocolate-confectionery-in-portugal/report.