

Portugal Beer and Cider Market 2018 Share, Trend, Segmentation and Forecast to 2022

Portugal Beer and Cider Market 2018 Analysis, Opportunities and Forecast to 2022

PUNE, INDIA, February 8, 2018 /EINPresswire.com/ -- Summary

[Portugal Beer and Cider](#) Market Insights 2017 report provides a complete overview of the Portugal beer and cider industry structure offering a comprehensive insight into historical background trends, 2016 performance and 2017 outlook.

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Companies mentioned

Sociedade Central de Cervejas e Bebidas SA
Unicer
ECM
Sumol + Compal
Melo Abreu
Active Brands

Scope

Covering total market (on and off-premise) the report details -

- 2011-2016 actual detailed beer consumption volume data by segment, brand, brewer, packaging and distribution (on-/off-premise), with 2017 forecasts.
- Value by distribution channel 2011-2016, with 2017 forecasts.
- Overview of the competitive landscape in the beer and cider market, with analysis of key company performance.
- Insightful and valuable analysis of the drivers behind both current and emerging trends in the beer and cider market.

Reasons to buy

- Gain an in-depth understanding of the dynamics and structure of the Portugal beer and cider industry, from the latest competitive intelligence of both historical and forecast trends to enhance your corporate strategic planning.
- Evaluate the current emerging trends and future growth opportunities in the Portugal beer and cider market to support your brand development and marketing initiatives.
- Understand volume vs. value trends and identify the key growth opportunities across the super-premium, premium, mainstream and discount segments to best target profitability.
- Analyze domestic and imported beer brand performance and determine the key trends driving consumption preference to develop a competitive advantage.
- Interrogate the unique granularity of our data to analyze the market on a variety of levels to make well-informed decisions on future threats and growth prospects in the marketplace for your company.

Table of Content: Key Points

1. Executive Summary

2. Market Context
3. Emerging Trends
4. Brands and Private Label
5. Market Share by Brewer
6. Packaging Trends
7. Channel and Pricing Trends
8. Marketing and Innovation
9. Outlook
10. Appendices:
11. Methodology
12. Product Definitions
- ...Continued

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