

# Portugal plant-based food retail market insights

2020-2022



# Executive Summary

Retail sales data from NielsenIQ covering 13 European countries shows that sales of plant-based foods have grown 6% in 2022 – and 21% since 2020 – to reach €5.8 billion.

The global shift towards plant-based diets has sparked a revolution in the food industry, with major food manufacturers and retailers embracing the change. In Europe, plant-based food retail sales have surged in recent years as new products and innovations have come to market, enabling more consumers to purchase next-generation plant-based meat, seafood, eggs and dairy that are competitive with animal products on taste, price and convenience.

## Plant-based foods in Europe are a €5.8 billion market.

The Good Food Institute Europe analysed NielsenIQ plant-based data for 13 European countries – Austria, Belgium, Denmark, France, Germany, Italy, Netherlands, Poland, Portugal, Romania, Spain, Sweden, and the UK – to calculate the size and growth of the plant-based food retail market from 2020 to 2022.

<b>€5.8 billion</b>	<b>+6%</b>	<b>+4%</b>	<b>21%</b>
The retail market for plant-based foods is worth €5.8 billion, up from €4.8 billion in 2020.	The value of plant-based food sales grew by 6% between 2021 and 2022.	Plant-based food unit sales grew by 4% between 2021 and 2022.	Plant-based food euro sales and unit sales grew by 21% between 2020 and 2022.

To contextualise the sales performance of plant-based categories in 2022, it is important to note the unique macroeconomic environment that was present due to the ongoing war in Ukraine, global trade tensions, and inflation. While the growth of the plant-based food retail market decelerated in 2022 compared to 2021, both euro and unit sales continued to grow, demonstrating strong demand from consumers for these products despite these challenges.

## Overview of Europe-wide plant-based category euro sales summary, 2022

	2022 euro sales	2021-2022 sales growth	2020-2022 sales growth	2022 unit sales	2021-2022 unit sales growth	2020-2022 unit sales growth
Milk	€2.2 B	7%	19%	1.3 B	6%	20%
Meat	€2.0 B	3%	19%	846 M	1%	21%
Yoghurt	€515 M	-0.4%	8%	255 M	-3%	10%
Spreads	€247 M	13%	40%	140 M	4%	26%
Meals	€181 M	20%	79%	72 M	14%	71%
Ice cream	€174 M	8%	14%	57 M	8%	15%
Cheese	€165 M	4%	56%	61 M	4%	62%
Cream	€139 M	7%	7%	109 M	0%	1%
Dessert	€88 M	6%	27%	58 M	5%	40%
Seafood	€43 M	60%	326%	14 M	67%	343%
<b>Total</b>	<b>€5.8 B</b>	<b>6%</b>	<b>21%</b>	<b>2.9 B</b>	<b>4%</b>	<b>21%</b>

### Plant-based foods in Portugal are a €64.7 million market.

The Portuguese plant-based food retail market is one of the smallest in Europe. However, sales data demonstrates that consumer demand is growing, as sales of plant-based foods grew by 20% between 2020 and 2022 to €64.7 million.

Plant-based milk is Portugal's most developed category of plant-based products and experienced steady growth between 2020 and 2022. The value of plant-based meat sales continued to increase, growing 85% between 2020 and 2022. One of the least developed categories, but the fastest growing, was plant-based cheese.

Dive into the report to better understand the Portuguese plant-based food retail market and how plant-based foods are growing in comparison to animal-based foods.

**Addendum: In April 2023, we discovered some errors on the part of our data partner for the UK plant-based cheese, yoghurt, and dessert categories and the Poland plant-based cheese category. In this report, the executive summary, overall plant-based food country comparison charts, plant-based cheese country comparison charts, and plant-based yoghurt country comparison charts have been updated with the correct sales figures.**

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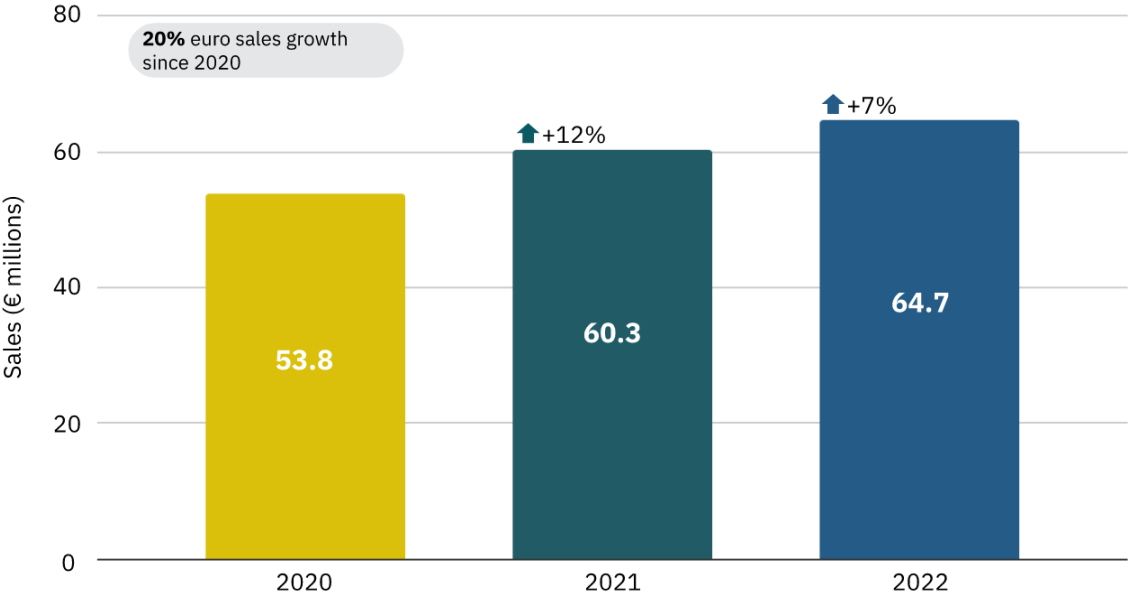
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# Overall plant-based food market

Plant-based food sales in Portugal grew by 7% in 2022 to reach €64.7 million.

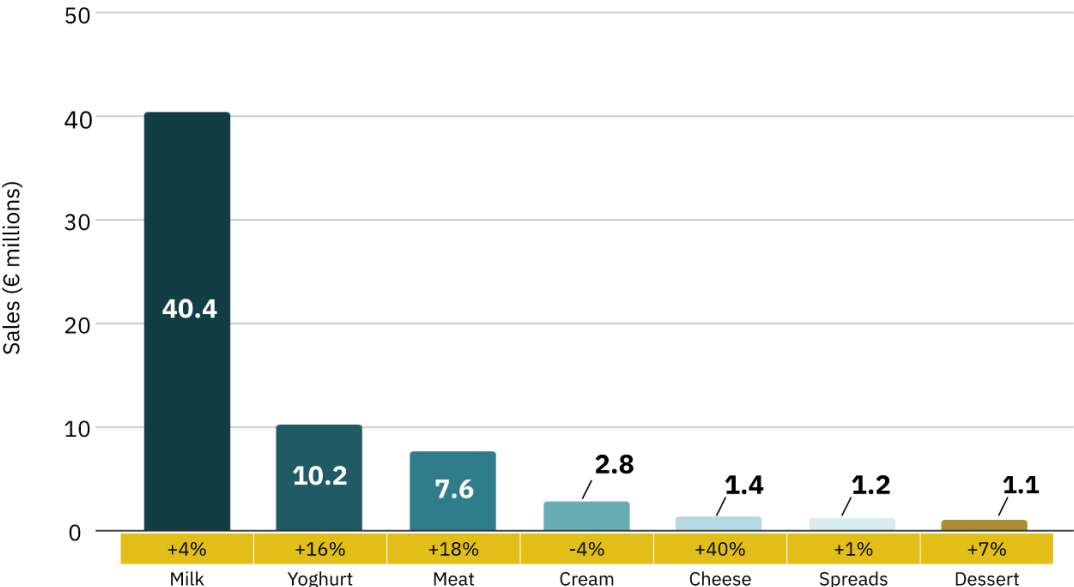
## Portugal plant-based food sales (in € millions) 2022



## Categories

Plant-based categories are in various stages of development.

## Portugal plant-based foods sales by category (in € millions) 2022



## Key insights:

- **Plant-based milk is the most developed of all plant-based categories.**  
Plant-based milk sales were €40.4 million in 2022, and the category continued to experience steady growth.
- **Plant-based meat sales continued to increase, totalling €7.6 million in 2022,** and growing by 85% between 2020 and 2022.
- **One of the least developed categories, although the fastest growing, is plant-based cheese.** At €1.4 million in sales in 2022, plant-based cheese is still a very small category but growing rapidly, with more than 96% growth since 2020.
- **Plant-based categories grew more rapidly than animal-based categories.** Unit sales growth of the plant-based milk, meat, yoghurt and cheese categories outpaced that of animal-based categories in 2022.

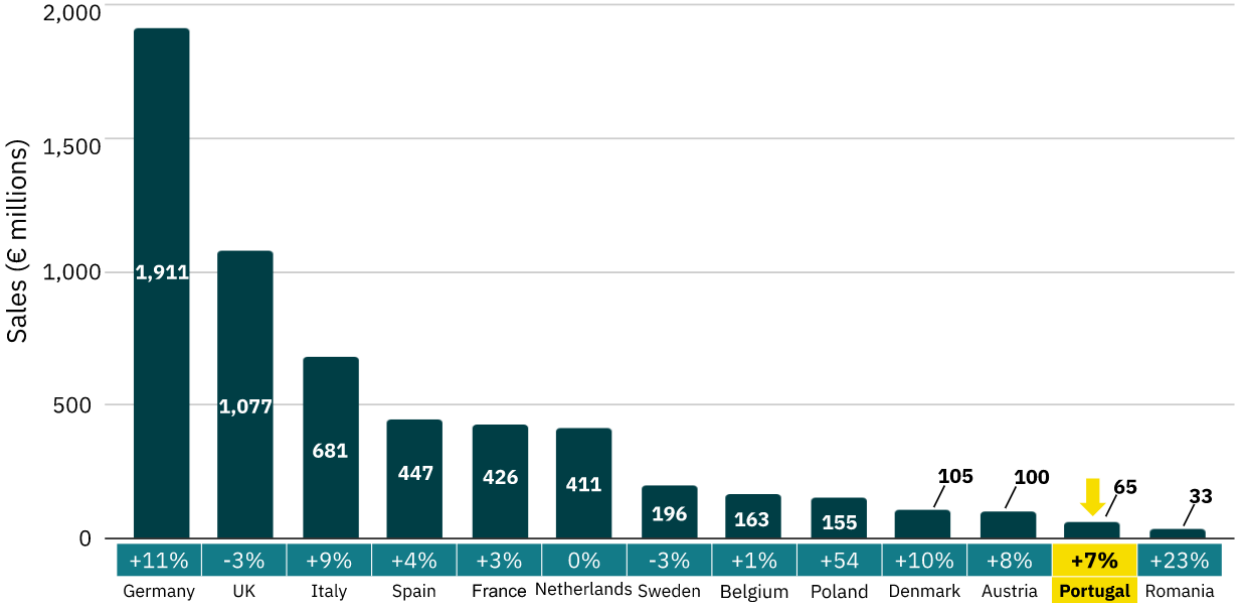
## Portugal plant-based category sales summary, 2022

	2022 euro sales	2021-2022 euro sales growth	2020-2022 euro sales growth	2022 unit sales	2021-2022 unit sales growth	2020-2022 unit sales growth
Milk	€40.4 M	4%	13%	24.2 M	2%	12%
Yoghurt	€10.2 M	16%	34%	4.8 M	20%	51%
Meat	€7.6 M	18%	85%	2.7 M	11%	67%
Cream	€2.8 M	-4%	-3%	2.6 M	-5%	0.2%
Cheese	€1.4 M	40%	96%	0.4 M	38%	114%
Spreads	€1.2 M	1%	-7%	0.6 M	1%	-6%
Dessert	€1.1 M	7%	-13%	0.6 M	1%	-3%
<b>Total</b>	<b>€64.7 M</b>	<b>7%</b>	<b>20%</b>	<b>35.9 M</b>	<b>4%</b>	<b>18%</b>

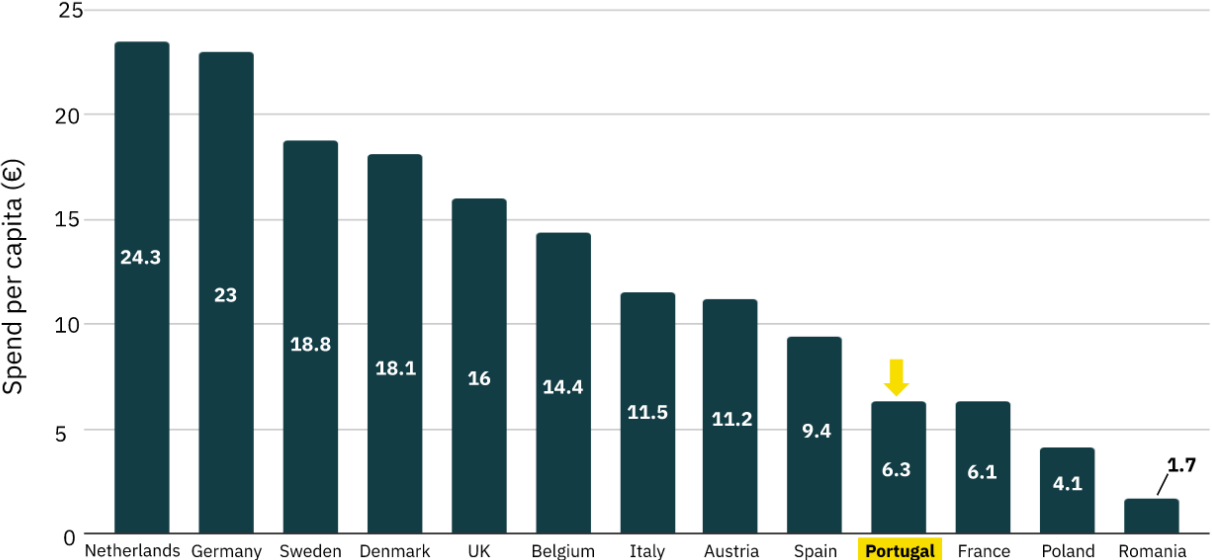
## Country comparison

Portugal comes 12th in terms of plant-based food sales value in Europe and 10th in average plant-based food spend per capita.

### Europe-wide plant-based food sales by country (in € millions) 2022

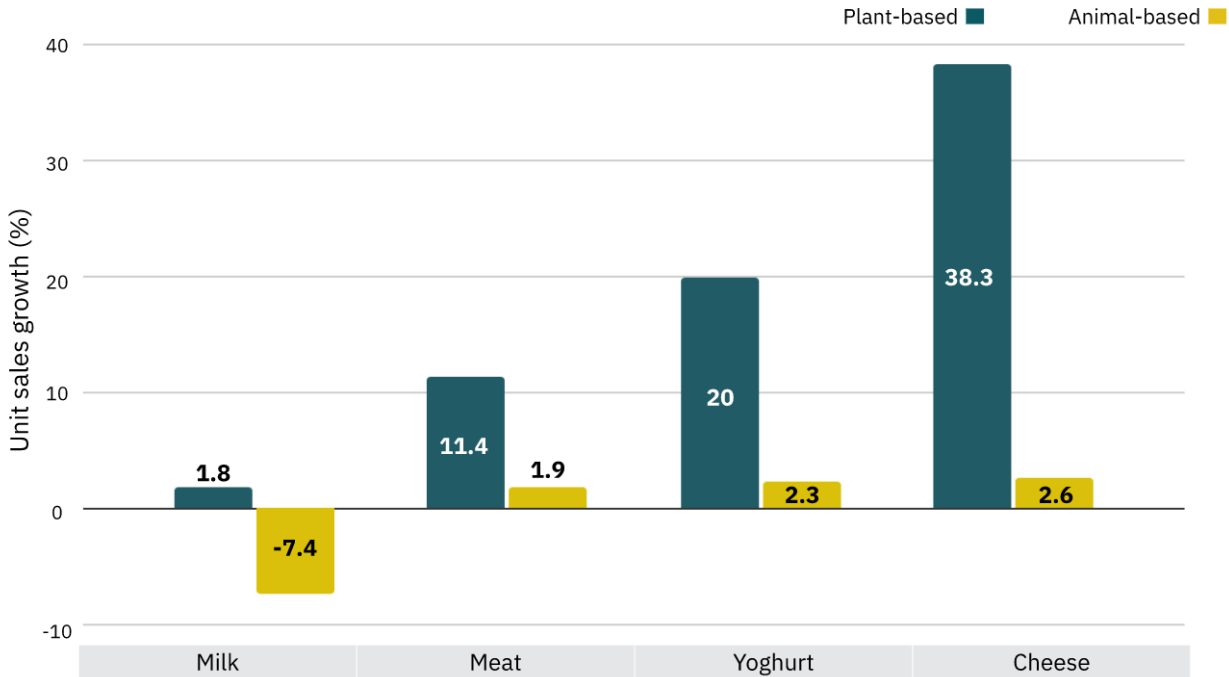


### Europe-wide average plant-based food euro spend per country per capita (in euros) 2022



# Comparison to animal-based foods

## Portugal plant-based vs animal-based category unit sales growth, 2022

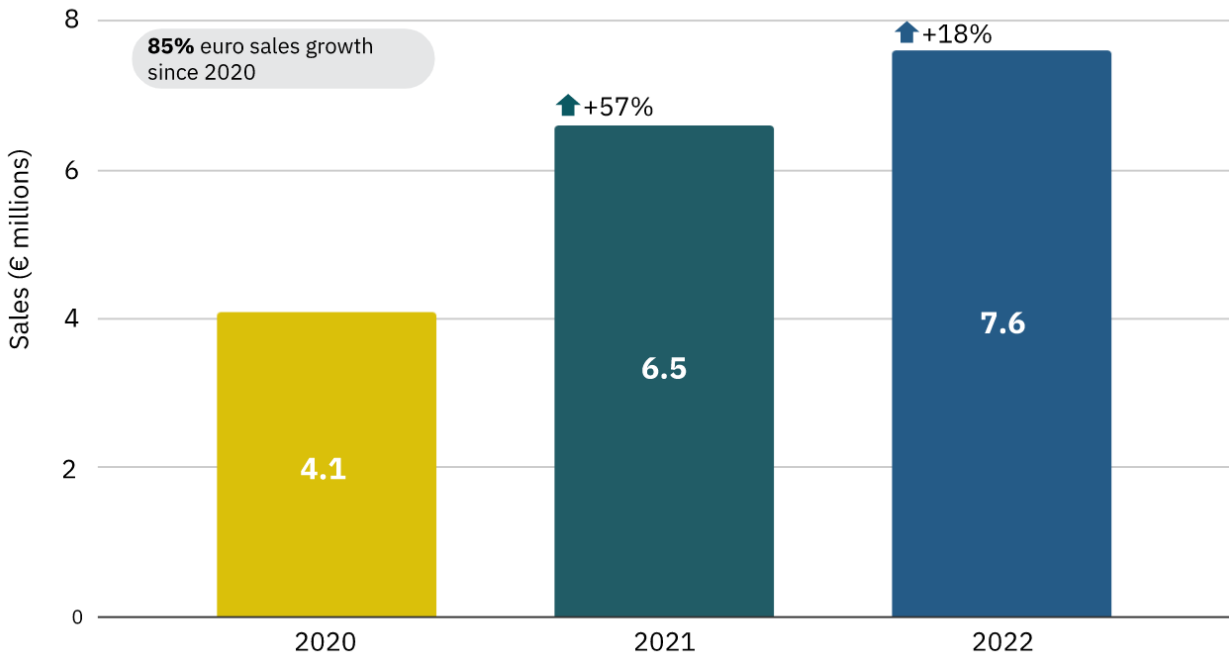


To compare the growth of plant-based versus animal-based categories, we compared unit sales (instead of sales by value) as it provides a more direct comparison. In 2022, unit sales growth of the plant-based milk, meat, yoghurt, and cheese categories outpaced that of animal-based categories.



# Plant-based meat<sup>1</sup>

## Portugal plant-based meat sales (in € millions) 2020-2022



### Key insights:

- The value of plant-based meat sales grew by 85% between 2020 and 2022, while total unit sales for plant-based meat increased by 67%.
- In comparison, pre-packaged conventional meat unit sales decreased by 3% between 2020 and 2022.
- In terms of average price per unit, plant-based meat prices increased by 6%, whereas pre-packaged conventional meat prices increased by 12%.
- In 2022, plant-based meat had a 4% market share of the total retail pre-packaged meat category.<sup>2</sup>

### Segment insights:

- The most popular plant-based meat formats are processed meat products (e.g. burgers, mince, nuggets), which make up 88% of sales by value, followed by cold cuts (7%) and sausages (e.g. salsichas, enchidos) which make up 5%.

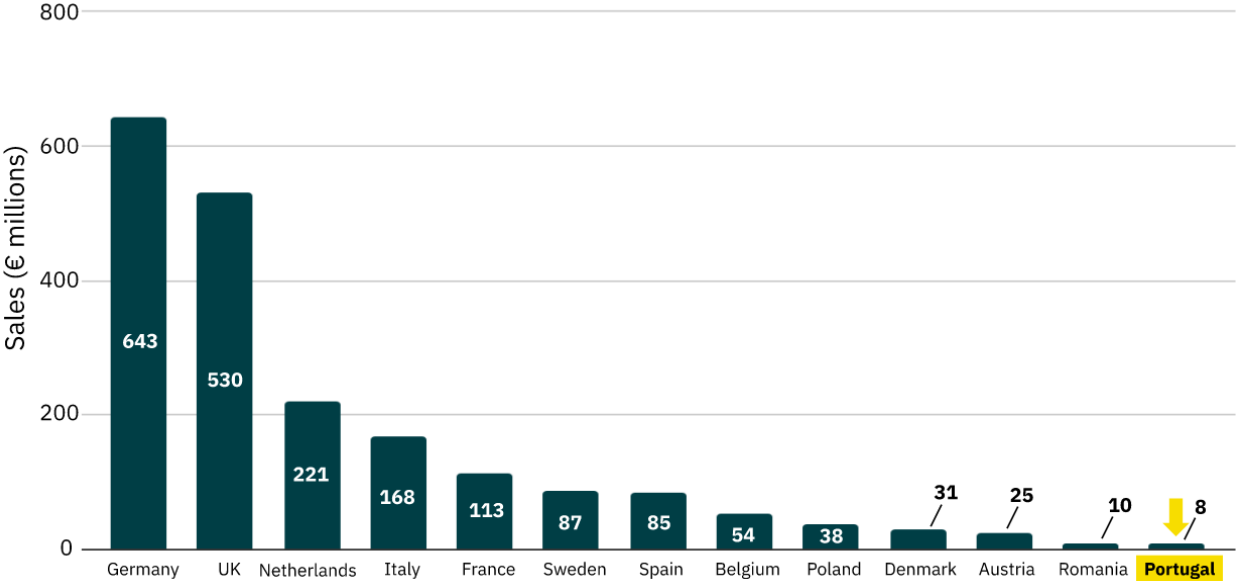
<sup>1</sup> The plant-based meat category includes both analogues (products that mimic the appearance and taste of animal-based meat) and non-analogues (e.g. vegetable-based patties).

<sup>2</sup> Nielsen only reports on pre-packaged animal-based meat sales, therefore the market share calculation is only for the pre-packaged meat category.

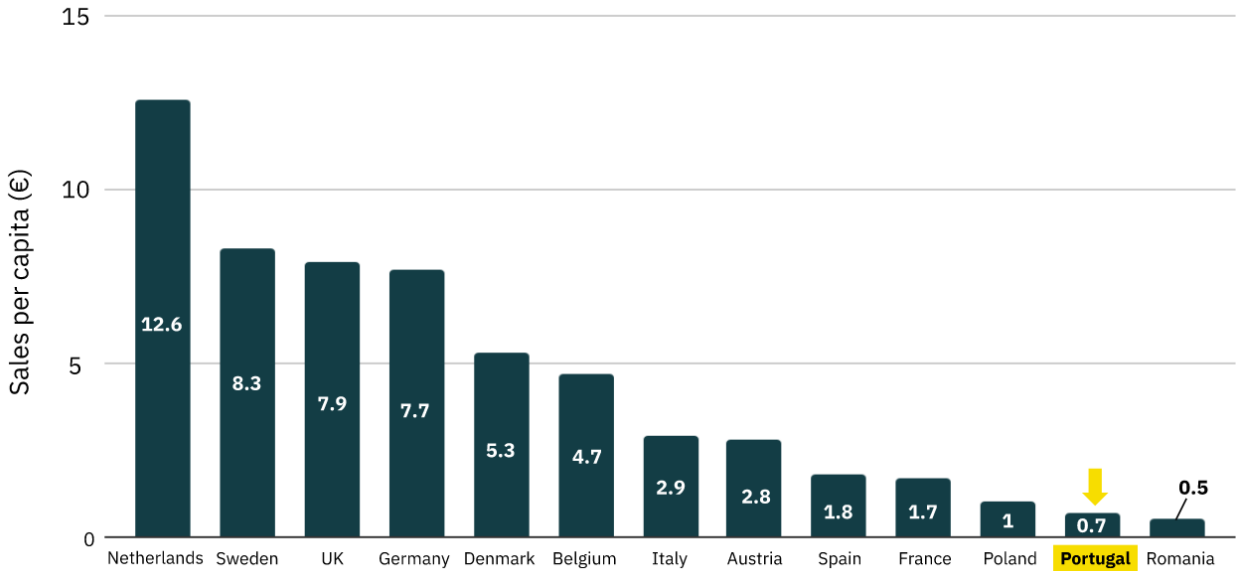
## Country comparison

Portugal has the lowest plant-based meat sales value of the European countries analysed and ranks 12th in terms of average plant-based meat spend per capita.

### Europe-wide plant-based meat sales per country (in € millions), 2022

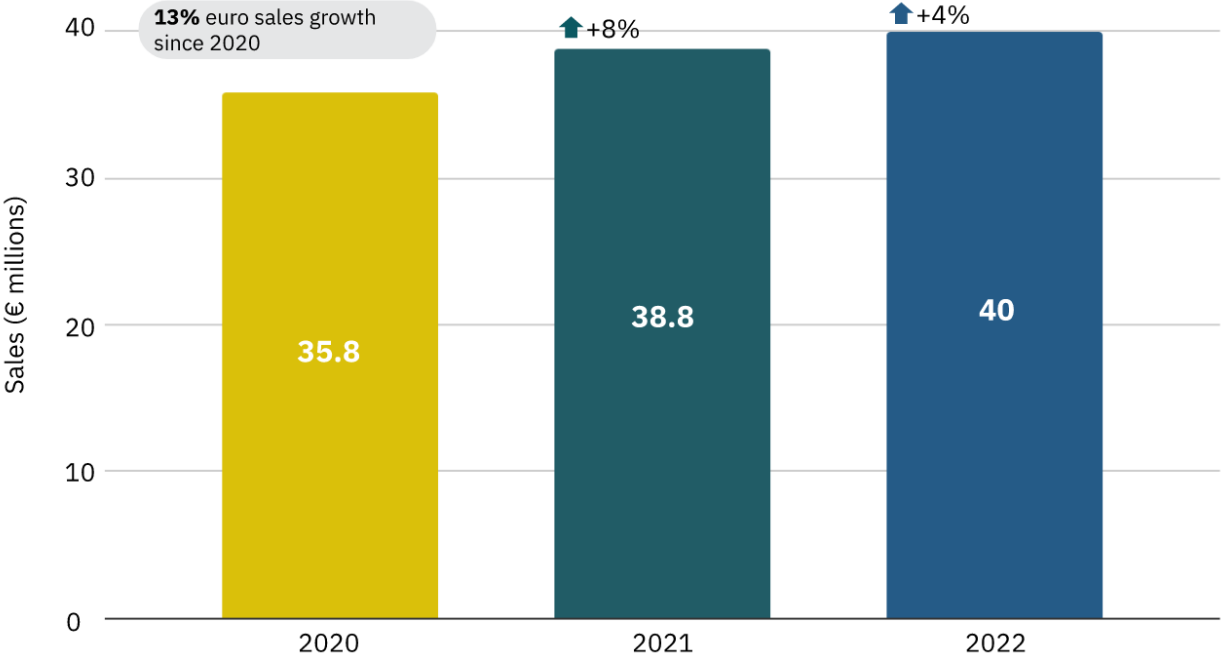


### Europe-wide average plant-based spend per country per capita (in euros), 2022



# Plant-based milk

## Portugal plant-based milk sales (in € millions) 2020-2022



### Key insights:

- The value of plant-based milk sales increased by 13% between 2020 and 2022, and unit sales increased by 12%.
- In comparison, conventional milk unit sales decreased by 12% between 2020 and 2022.
- In terms of average price per unit, the plant-based milk category has been less impacted by inflation and price increases in 2022. Plant-based milk prices increased by 2%, whereas conventional milk prices increased by 25%.
- In 2022, plant-based milk has a 10% market share of the total milk category.

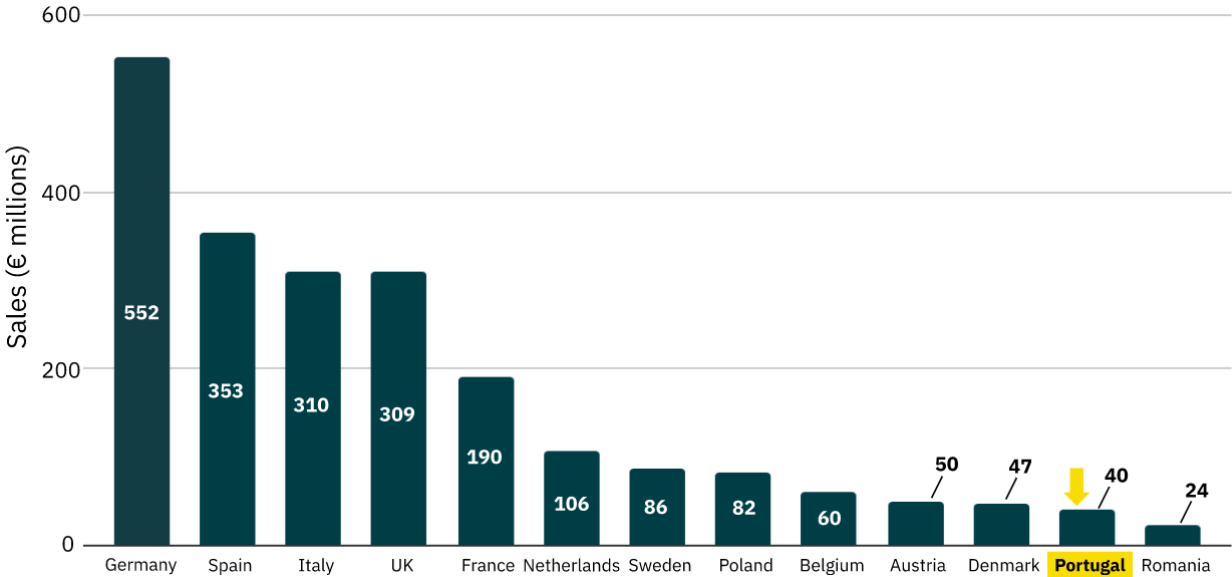
### Segment insights:

- Soy milk is the category leader with 29% of category sales value in 2022, followed by oat milk (27%) and almond milk (22%).

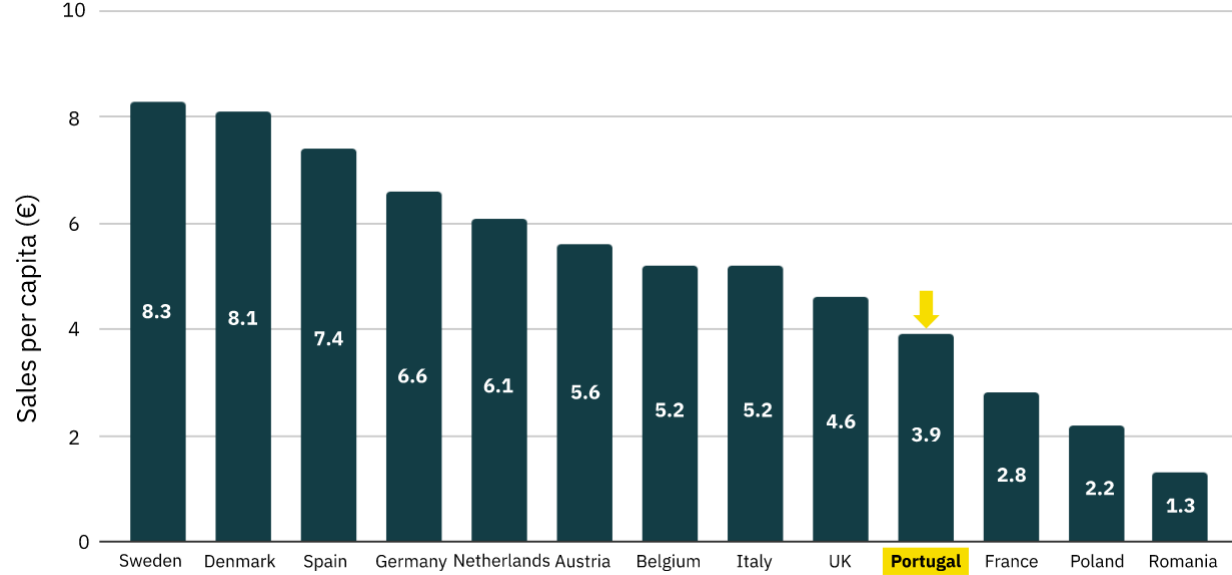
## Country comparison

Portugal comes 12th in terms of plant-based milk sales value in Europe and 10th in average plant-based milk spend per capita.

### Europe-wide plant-based milk sales per country (in € millions), 2022

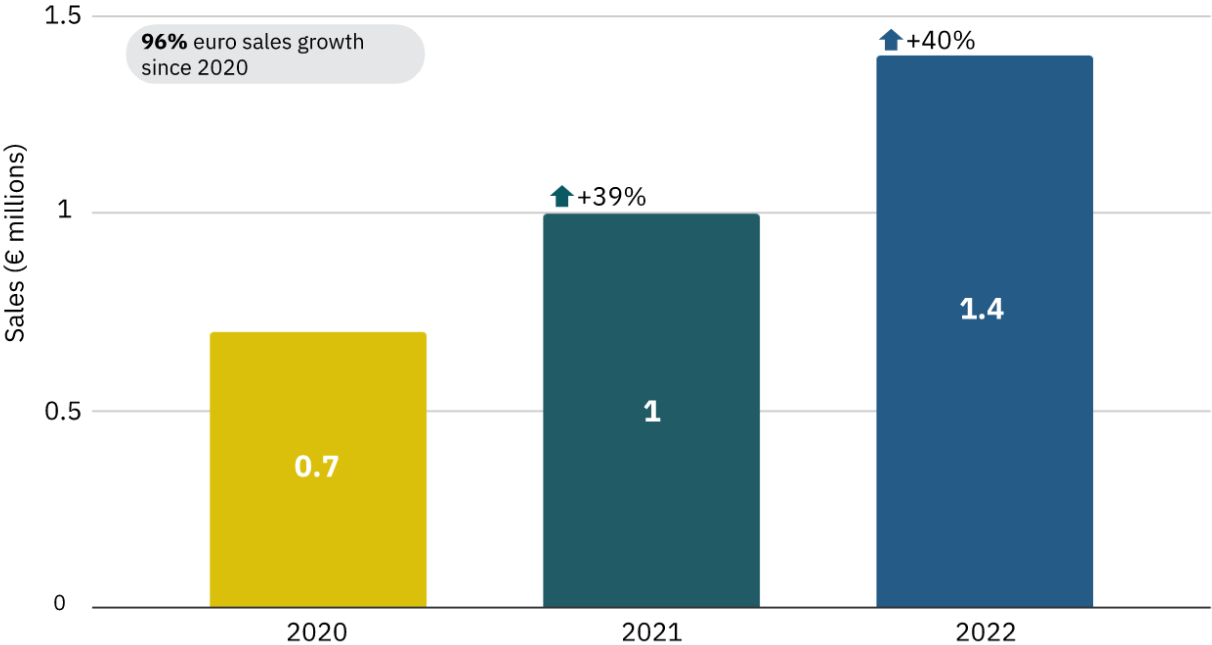


### Europe-wide average plant-based milk spend per country per capita (in euros), 2022



# Plant-based cheese

Portugal plant-based cheese sales (in € millions), 2020-2022



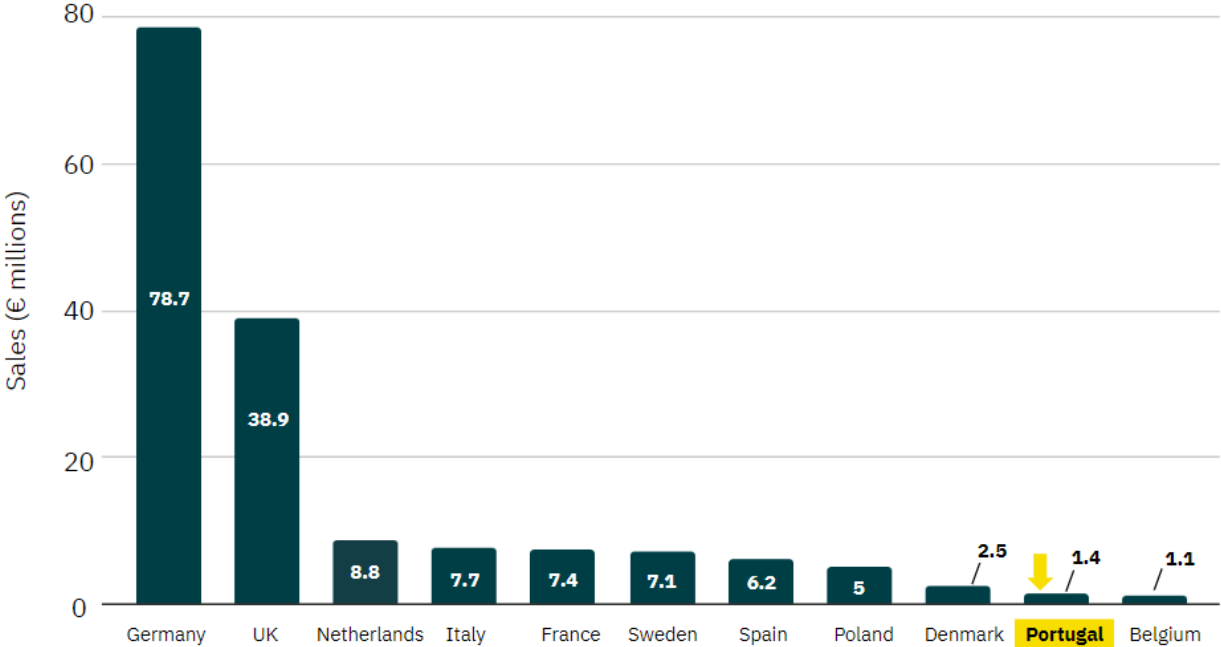
### Key insights:

- The value of plant-based cheese sales grew by 96% between 2020 and 2022, almost five times as much as conventional cheese.
- While plant-based cheese unit sales also grew by 114% between 2020 and 2022, conventional cheese unit sales grew by 6%.
- In terms of average price per unit, the plant-based cheese category has been less impacted by inflation and price increases in 2022. Plant-based cheese prices increased by 2%, whereas conventional cheese prices increased by 12%.
- In 2022, plant-based cheese had a 0.3% market share of the total cheese category.

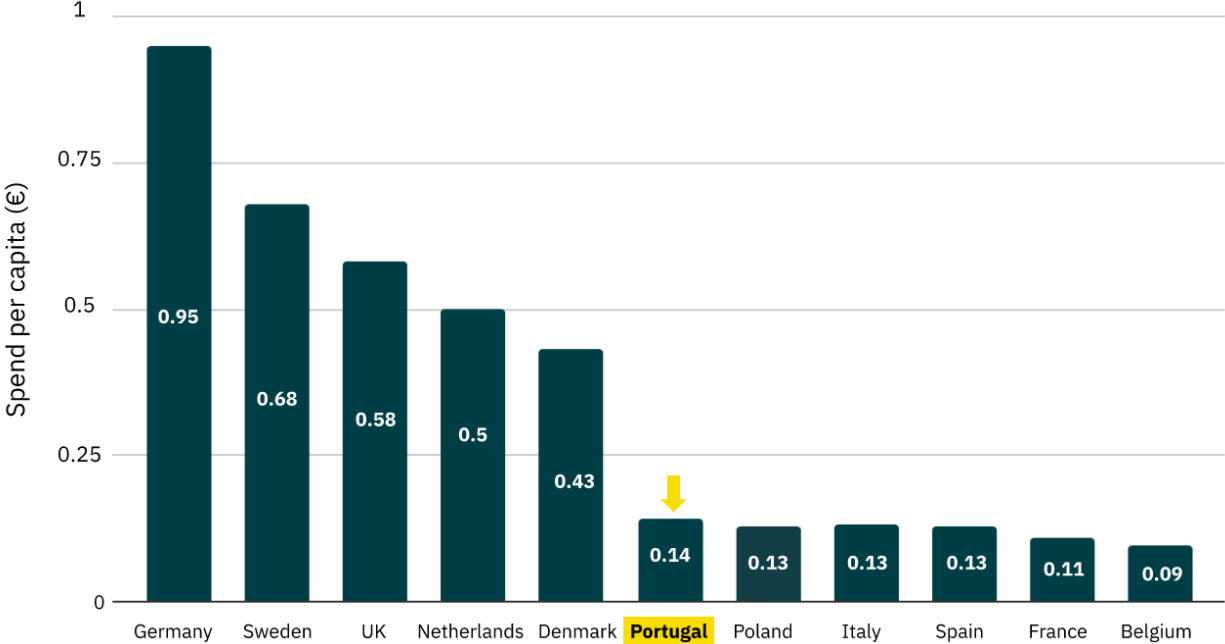
## Country comparison

Portugal ranks 10th in terms of plant-based cheese sales value but sixth in average plant-based cheese spend per capita.

### Europe-wide plant-based cheese sales per country (in € millions), 2022

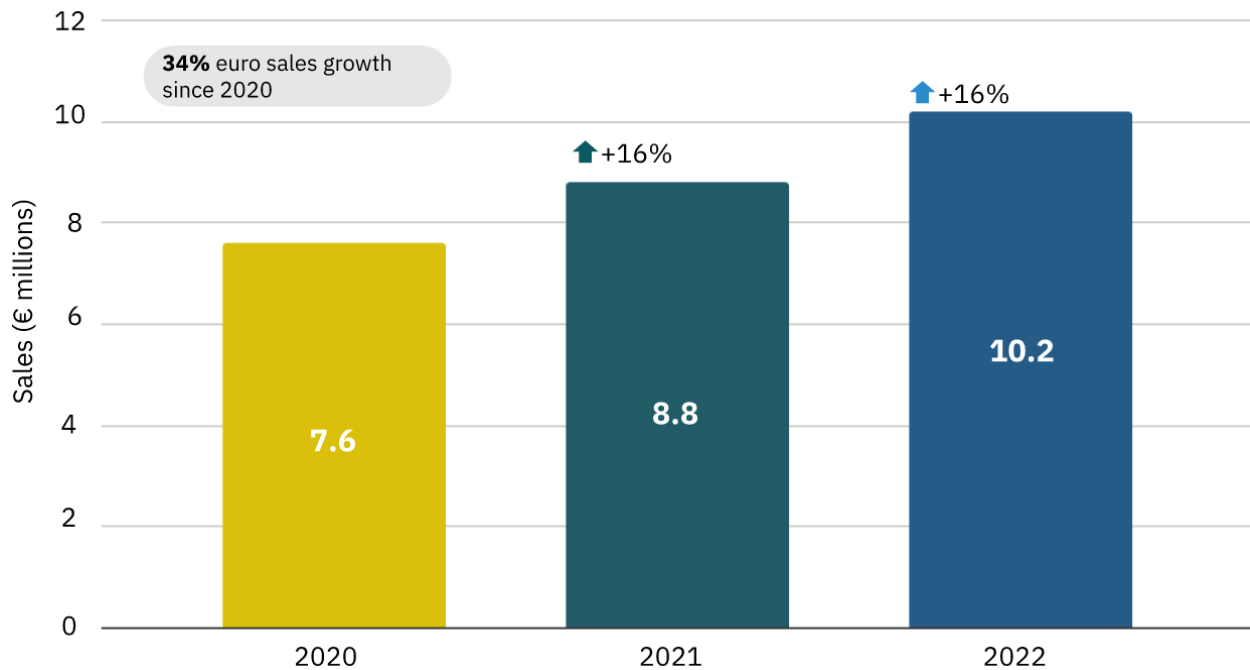


### Europe-wide average plant-based cheese spend per country per capita (in euros), 2022



# Plant-based yoghurt

## Portugal plant-based yoghurt sales (in € millions), 2020-2022



### Key insights:

- The value of plant-based yoghurt sales grew by 34% between 2020 and 2022, almost seven times much as conventional yoghurt.
- While plant-based yoghurt unit sales also grew by 51% between 2020 and 2022, conventional yoghurt unit sales stayed almost flat with 0.5% growth.
- In terms of average price per unit, the plant-based yoghurt category has been less impacted by inflation and price increases in 2022. Plant-based yoghurt prices actually decreased by 4%, whereas conventional yoghurt prices increased by 4%.
- In 2022, plant-based yoghurt had a 2% market share of the total yoghurt category.

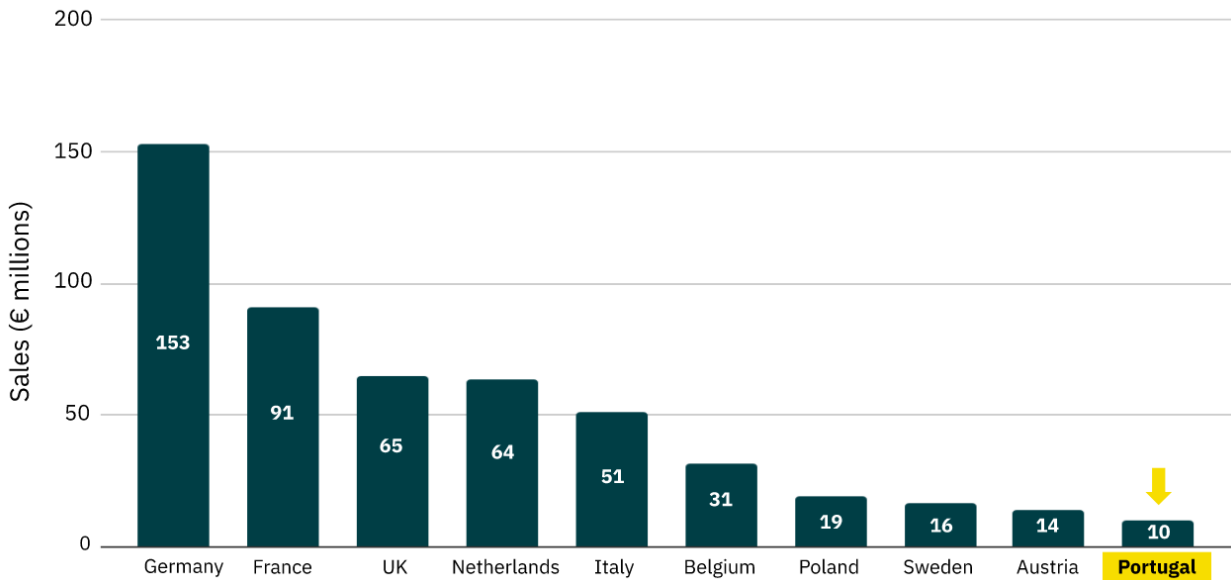
### Segment insights:

- Soy yoghurt is the category leader with 92% of category sales value in 2022, followed by coconut yoghurt (6%) and almond yoghurt (2%).
- All segments are continuing to see growth in terms of sales by value, but coconut yoghurt is growing the fastest with 334% growth between 2020 and 2022.

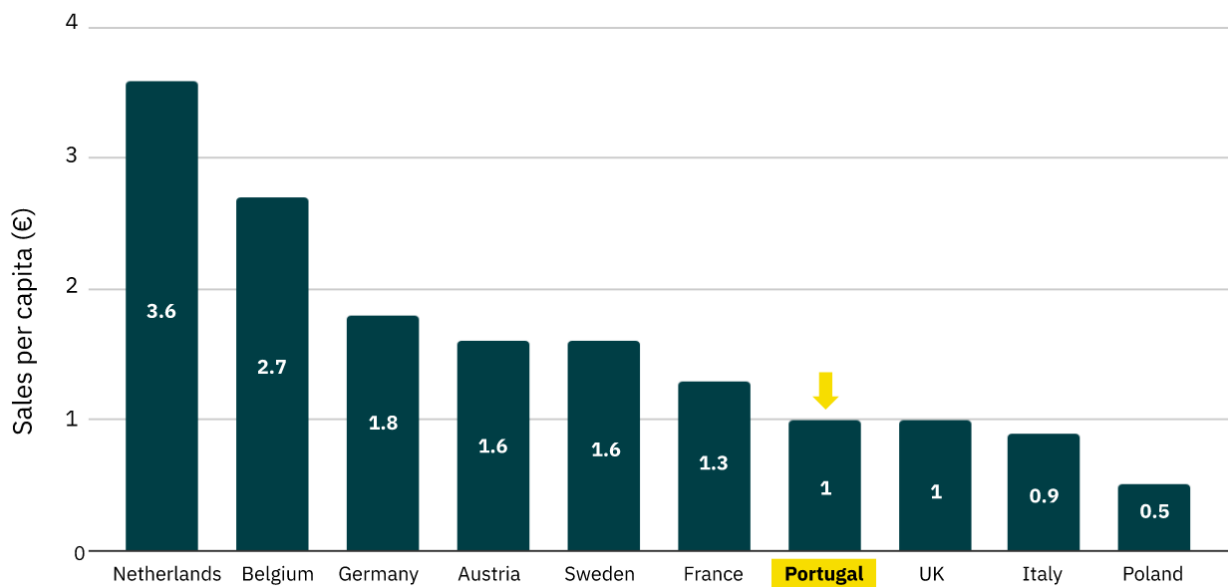
## Country comparison

Portugal has the lowest plant-based yoghurt sales value of the countries analysed but ranks seventh for average plant-based yoghurt spend per capita.

### Europe-wide plant-based yoghurt per country (in € millions), 2022



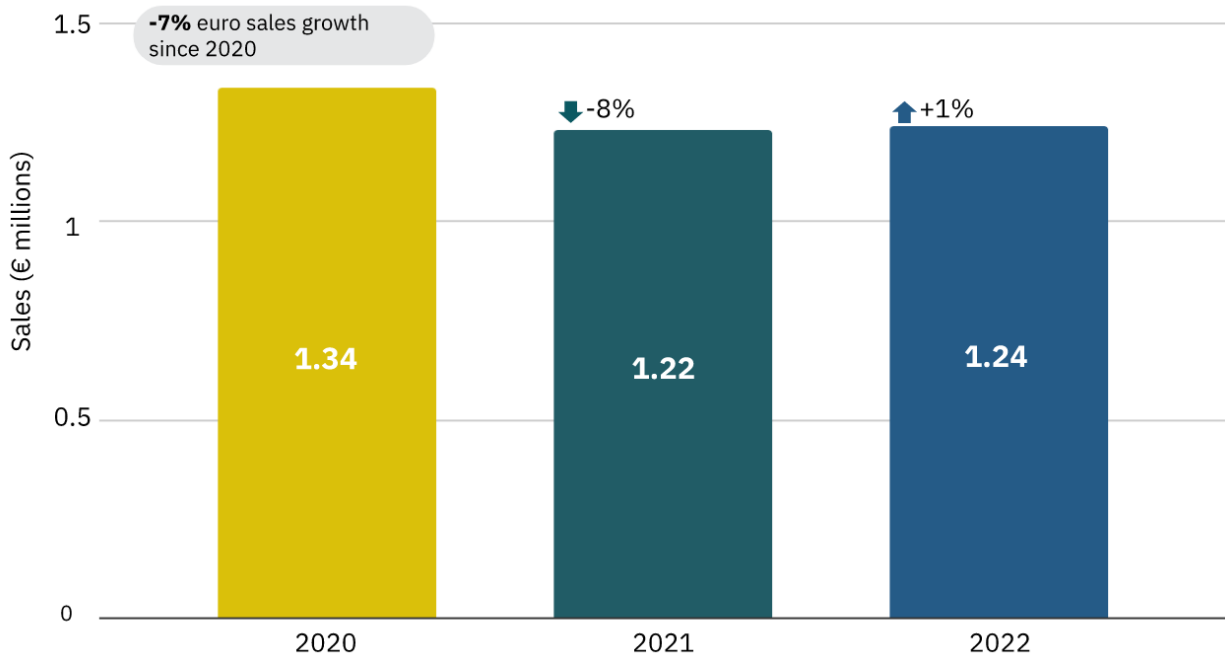
### Europe-wide average plant-based yoghurt spend per country per capita (in euros), 2022





# Plant-based spreads<sup>3</sup>

## Portugal plant-based spreads sales (in € millions), 2020-2022



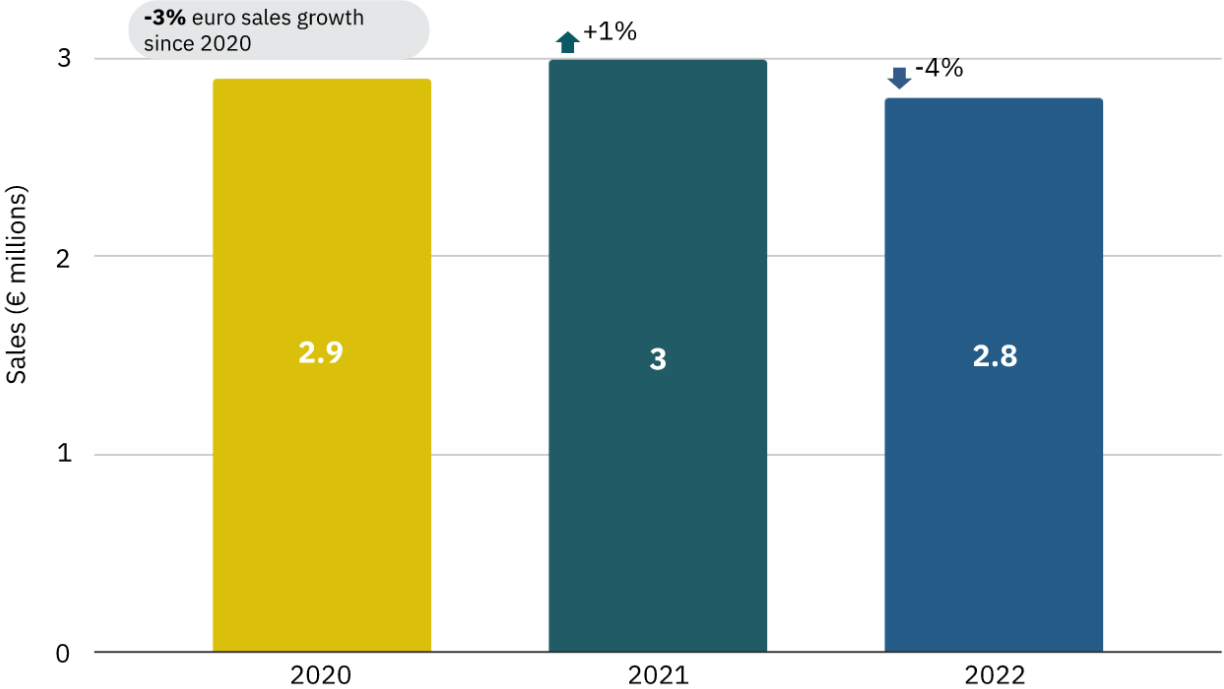
### Key insights:

- The value of plant-based spreads sales decreased by 7% between 2020 and 2022.
- Plant-based spreads unit sales decreased by 6% between 2020 and 2022.
- The average price per unit of plant-based spread in 2022 increased by 0.4%.

<sup>3</sup> The plant-based spreads category is composed of margarine.

# Plant-based cream

Portugal plant-based cream sales (in € millions), 2020-2022

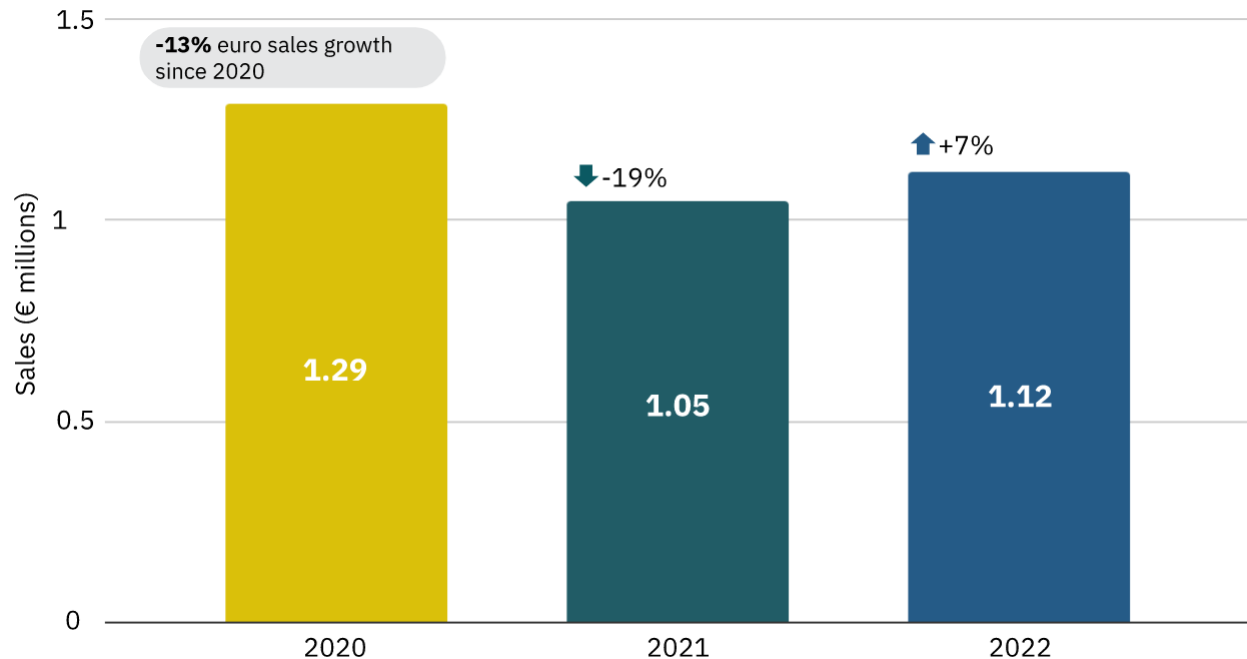


Key insights:

- The value of plant-based cream sales decreased by 3% between 2020 and 2022.
- Plant-based cream unit sales remained flat between 2020 and 2022.
- The average price per unit of plant-based cream in 2022 increased by 1%.

# Plant-based dessert<sup>4</sup>

## Portugal plant-based dessert sales (in € millions), 2020-2022



### Key insights:

- The value of plant-based dessert sales decreased by 13% between 2020 and 2022.
- Plant-based dessert unit sales decreased by 3% between 2020 and 2022.
- The average price per unit of plant-based desserts in 2022 increased by 5%.

<sup>4</sup> The plant-based dessert category is primarily made up of puddings.

## Closing remarks

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“The plant-based food retail market in Europe has seen significant growth in recent years, driven by better plant-based products being brought to market. This is encouraging as the world works to address the many problems caused by industrial animal agriculture. However, to sustain this growth, companies must continue investing in product innovation to develop plant-based products that meet consumer expectations when it comes to the key drivers of taste, price, and convenience. The Good Food Institute’s [Advancing Solutions for Alternative Proteins database](#) is a great source to better understand key innovation priorities.”

*Carlotte Lucas, Senior Corporate  
Engagement Manager at the Good Food  
Institute Europe*



## About the data

To size the Portuguese retail market for plant-based foods, GFI Europe commissioned retail sales data from market research firm NielsenIQ. Analysis in this report is based on data reported by NielsenIQ for the total plant-based, total dairy products, and total pre-packed meat categories for the 52-week, 104-week, and 156-week periods ending 31 December 2022, for the Portugal market, according to GFI Europe product hierarchy. Therefore the data presented in this report may not align with standard NielsenIQ categories. Copyright © 2022, Nielsen Consumer, LLC.

## About the Good Food Institute Europe

[The Good Food Institute Europe](#) is an international NGO helping to build a more sustainable, secure and just food system by transforming meat production.

We work with scientists, businesses and policymakers to advance plant-based and cultivated meat – making them delicious, affordable and accessible across Europe.

By making meat from plants and cultivating it from cells, we can reduce the environmental impact of our food system and feed more people with fewer resources. GFI Europe is powered by philanthropy.

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