

Voluntary Report – Voluntary - Public Distribution

Date: July 29, 2025

Report Number: PO2025-0007

Report Name: Exporter Guide 2025

Country: Portugal

Post: Madrid

Report Category: Exporter Guide

Prepared By: Arantxa Medina

Approved By: Karisha Kuypers

Report Highlights:

Portugal is a net importer of agricultural and related products. In 2023, Portugal imported almost \$413 million worth of agricultural, fish, and forestry products from the United States. Outside the European Union Member States, the United States was the second main origin of Portuguese agricultural and related imports. With a well-developed and export-oriented food and beverage industry and record - breaking tourist numbers, Portugal's continues to offer opportunities for certain consumer-oriented food items and to enhance long-term prospects for other products. This report provides guidance to U.S. companies interested in exporting food products to Portugal, including an overview of the country's economic situation, market structure, and export requirements.

Market Fact Sheet: Portugal

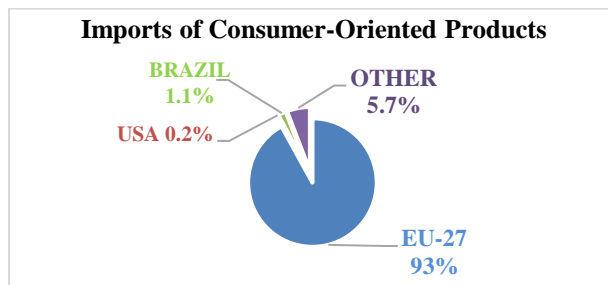
Executive Summary

Although a small country in size, Portugal has a diverse agricultural sector thanks to its varied climatic and topographic characteristics. Portugal produces mainly olives, being the world's sixth largest producer of olive oil, citrus, wine, and vegetables. Portugal is the top producer of cork in the world, produced for the domestic market and export. The country also has a significant seafood industry. In 2024, Portugal's total imports of agricultural and related products reached \$19.9 billion, up 2 percent compared to 2023. Around 47 percent of these imports originated from Spain.

Consumer-Oriented Agricultural Imports

Portugal is part of the European Union (EU) customs union and imported goods must meet EU sanitary and phytosanitary requirements. Hence, U.S. exporters already exporting to other EU member states will likely already meet most of Portuguese import requirements. For exports of animal products, the production plant must be approved for export to the EU.

Total Imports of Consumer-Oriented Products 2024



Food Processing Industry

The Portuguese food-processing sector's contribution to the national economy, employment, and regional development is growing as it continues to consolidate its position and importance as a key industrial sector. Portugal has a modern and innovative food-processing sector that pays special attention to the quality, safety, and traceability of the foodstuffs it produces. Hence, the Portuguese food industry offers attractive opportunities for U.S. exporters of food ingredients.

Food Retail Industry

The Portuguese retail market is highly diversified. The market is mainly dominated by two national groups, with Sonae and Jerónimo Martins as the leaders of the national retail sector, accounting for almost 50 percent of the retail market.

Quick Facts CY2024

World Imports of Consumer-Oriented Products

\$10.4 billion (+6.71%)

List of Top 5 Growth Products from the U.S.

- 1) Dog & Cat Food
- 2) Cod and fish fillets
- 3) Food Preparations
- 4) Condiments & Sauces
- 5) Pulses

Food Processing Industry Facts 2023

Food Industry Output	\$26.0 bn
Food Exports	\$9.3 bn (2024)
Food Imports	\$13.1 bn (2024)
No. of Employees	113,658
No. of Food Processors	11,518
% of industrial production	12.9% (2021)

Top Country Retailers 2024 (% Surface)

- 1) [Sonae MC](#) 26.1%
- 2) [Grupo Jerónimo Martins](#) 19.8%
- 3) [Auchan Portugal](#) 12.1%
- 4) [Lidl](#) 11.0%
- 4) [Intermarché](#) 9.9%
- 5) [Aldi Portugal](#) 4.9%
- 6) [Irmaadona](#) 3.6%
- 7) [Aqui E Fresco](#) 3.1%
- 8) [Covirán](#) 1.4%
- 9) [E.Leclerc](#) 1.4%

GDP / Population 2024

Population (est): 10.7 million

GDP (nominal, est): \$303 trillion

GDP Per capita (nominal, est): \$30,947

Sources: FIPA, Alimarket, TDM, GATS, IMF

Strengths/Weaknesses/Opportunities/Challenges

SWOT ANALYSIS	
Strengths	Weaknesses
Growing manufacturing industry; increasingly developed infrastructure	High consumer price sensitivity
Opportunities	Threats
Growing food export sector; emphasis on health and sustainability	International trade disruptions; high inflation and public debt

Data and Information Sources: Euromonitor, Eurostat, TDM LLC

Contact: AgLisbon@usda.gov

SECTION I. MARKET OVERVIEW

The Portuguese economy in 2025 is projected to experience continued, albeit slower, growth, with the IMF forecasting a GDP increase of around 2%. Inflation is expected to moderate, and the unemployment rate is projected to remain relatively stable. While the government is focused on reducing public debt, there are also ongoing efforts to implement reforms aimed at boosting productivity and long-term growth. According to the latest [World Economic Outlook report](#), Portugal's economy is expected to grow by 2.0 percent and the projected consumer price change is estimated at 1.9 percent for 2025. Private consumption is set to benefit from a steady increase in employment and wages. In the external sector, imports are expected to continue overtaking exports.

The agri-food industry is an increasingly a strategic sector for Portugal, given its contributions to the economy, employment, and regional development. The food and beverage industry is the manufacturing sector that contributes most to the national economy, both in terms of turnover and gross value added. The latest data available show that it also generates the most employment, as it is responsible for more than 113 thousand direct jobs and around 500 thousand indirect ones.

The agri-food sector is focused on strengthening its export markets, which are critical to the prosperity of the industry. Although the international economic situation remains challenging, the industry has been expanding into new markets. In 2024, export value reached \$9.3 billion. The sector has stated that it hopes to reach a target of \$10 billion in exports but knows that reaching that goal will require the creation of a solid and competitive infrastructure network. Based on the agri-food sector's resilience and ambition, the Portuguese food processing sector will continue to offer good prospects for exporters of U.S. food ingredients and intermediate products.

In 2024, the tourism sector in Portugal had an exceptional year, exceeding expectations and setting new records. The number of foreign tourists hit 31.6 million and the number of overnight stays reached 80.3 million. Portugal's tourism scene is thriving once again, and 2025 began with impressive numbers. Some experts project that figures may even reach up to 33 million, which indicates that 2025 could be a historic one for tourism.

In terms of population and demographic trends, Portugal has an ageing population but stable incomes, low birth rates and an increasing life expectancy. The population is expected to age rapidly, and only older age groups are set to expand. This will affect the future consumer landscape as spending patterns adapt to changing lifestyles. This trend is forecast to continue into the next decade. The ageing of the population will impact the future consumer market, as businesses and service providers will need to be aware of which consumer segments to target, which products and services they will require, and how to best serve them accordingly. This will create opportunities for new formats and products targeting this increasing segment of the population.

Table 1. Advantages and Challenges Facing U.S. Exporters in Portugal

Advantages	Challenges
Good gateway to Europe and Portuguese speaking countries	Adjustments to the overall economy and political environment, and consumer habits.
Domestic distribution systems are efficient and modern	Increased consumer preference towards national food products (food nationalism) following the COVID-19 pandemic
Diversity of food products in the market is increasing	High transportation costs: small exporters face difficulties in shipping mixed/smaller container loads versus EU competitors or big exporters.
Consumers are increasingly health conscious, demanding new products	Food imported from third countries, including the United States, must comply with EU food law, which varies considerably from U.S. regulation and practice
Portugal is a net importer of food and agricultural products	EU labeling, traceability, and packaging laws
U.S. food and agricultural products have a good reputation for quality and reliability	Lack of consumer awareness of U.S. brands, applicability, and varieties of U.S. products

SECTION II. EXPORTERS BUSINESS TIPS

Local Business Customs

Success in introducing new products in the Portuguese market depends on acquiring local representation and making personal contact. Following the previous years' pandemic restrictions and gathering limitations, as well as the cancelation and postponement of trade shows and other large meetings, Portuguese companies have adapted and are increasingly willing to engage through online interactions. The advantages of local representation include market knowledge, up-to-date information and guidance on business practices and trade laws, sales contacts, and market development expertise. Good contacts are important for the exporter to be aware of future contracts and participate in tenders. Having a distributor that is appointed on an exclusive basis is ideal.

English is a widely spoken second language in Portugal, and U.S. exporters can expect to conduct their meetings with contacts in English. Large importers and wholesalers have branch sales offices or sub-agents or dealers in the principal cities and towns, with main offices concentrated in Porto and Lisbon. Typically, food products are imported by an importer, broker, or distributor. Portugal has sales channels ranging from traditional distribution methods, whereby wholesalers sell to small retailers that sell to the public, to large multinational supermarkets and retail stores. However, personal relationships are still very important, especially within smaller organizations.

Market Entry Strategies

Market entry strategies for U.S. products intending to enter the Portuguese market should include:

- Market research to assess product opportunities.

- Advanced calculations of the cost of introducing the product in the Portuguese market to prove its competitiveness in the local market.
- Identify an experienced distributor or independent reliable agent to advise on import duties, sanitary regulations, and labeling requirements.
- Explore the purchasing arrangements of larger retail channels.

SECTION III. IMPORT FOOD STANDARDS, REGULATIONS and PROCEDURES

Food Standards and Regulations

For detailed information on food standards and regulations, please consult the Food and Agricultural Import Regulations and Standards Report ([FAIRS](#)) and the [FAIRS](#) Export Certificate Report for the [EU](#) and [Portugal](#). In addition, please check the U.S. Mission to the European Union ([USEU Mission](#)) web page for helpful information on exporting U.S. food and agricultural products into the European Union.

General Import and Inspection Procedures

Portugal follows the Harmonized Nomenclature and Classification System (HS) and applies [EU import duties](#) according to a maximum and minimum rate schedule. The minimum tariff rate is applied to goods originating in countries entitled to the benefits of most-favored nation treatment; that is, members of the World Trade Organization (WTO), including the United States, and countries with which the EU has signed trade agreements. In some instances, [negotiations and trade agreements](#) in place between the EU and other countries provide for advantageous access to the European market.

Currently, the EU and the United States have the following agreements and arrangement in place:

- [US-EU Organic Equivalency Arrangement](#)
- [Veterinary Equivalency Agreement](#)

The local importer has primary responsibility with the Portuguese Government for imported food products once they enter Portugal. It is recommended that U.S. exporters verify all import requirements with their Portuguese buyer. The buyer and local freight forwarder are in the best position to research such matters and assist with local authorities. The final authorization to import any product is subject to the Portuguese rules and regulations as interpreted by border officials at the time of product entry.

The following documents are required for ocean or air cargo shipments of food products into Portugal:

- Bill of Lading and/or Airway Bill
- Commercial Invoice
- Phytosanitary Certificate and/or Health Certificate, when applicable
- Import Certificate

The Standard U.S. label does not comply with EU labeling requirements. For all the details, visit the [EU labeling requirements](#) section of the [USEU Mission](#) webpage.

Please keep in mind that if the product you are exporting into Portugal does not comply with EU harmonized regulations, Portuguese customs or health authorities may not allow entry of the product.

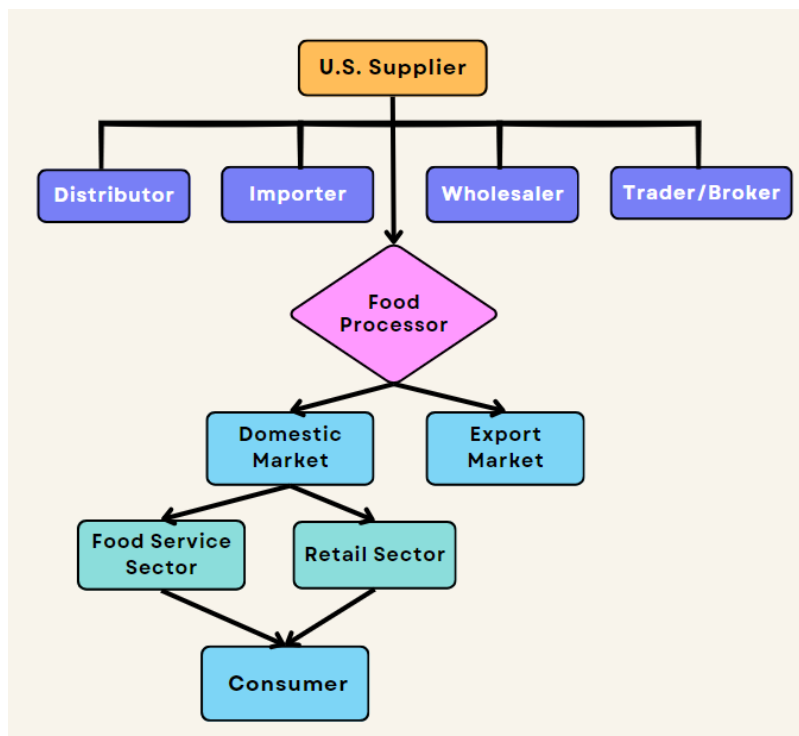
SECTION IV. MARKET SECTOR STRUCTURE AND TRENDS

Competitive Situation for U.S. Imported Goods

In 2024, Portugal imported \$19.9 billion of agrifood products from the world, 79 percent of which originated in the EU. Within the EU, Spain is the main agrifood supplier, with 47 percent of total imports originating in the neighbor country.

Product Category (TMT; Million USD)	Major Supply Sources in 2024 (in value)	Strengths of Key Supply Countries	Advantages and Disadvantages of Local Suppliers
Cod Value: \$167	1.Sweden - 25% 2.Russia - 21% 3.Denmark - 18%	Other major suppliers offer high quality cod at competitive prices.	Large competition from local suppliers and producers. Portuguese domestic consumption and exports largely surpass local supply.
Almonds Value: \$25	1. Spain - 75% 2. Germany - 15% 3. Australia - 5% 4. U.S.A - 5%	Strong competition from Spain and Australia, second and third largest almond producers in the world.	Spain has a strong trade relationship with Portugal, due to its proximity. Spain imports almonds from the United States, which are consumed domestically and re-exported.
Peanuts Value: \$24	1. Argentina - 43% 2. China - 22% 3. USA - 18%	Strong competition from Argentina and China, with high quality and competitive prices.	Portugal does not produce peanuts and relies on imports from other origins.
Whiskies Value: \$54	1.UK - 65% 2.Ireland -12% 3.USA - 6%	Main competitors are other European countries. Difference in legal format of alcohol containers; exporters need to adapt to EU size.	Increasing interest in U.S. distilled drinks, mainly bourbon.
Pulses Value: \$83	1. Argentina - 26% 2. Canada - 16% 3.Spain - 11%	Strong competition from Argentina, who largely increased their presence in recent years, and Canada.	Portugal is a traditional consumer of pulses and its local production is insufficient to fulfill internal demand.
Pistachios Value: \$9	1. Spain - 47% 2. Netherlands - 33% 3. U.S.A. - 17%	Spain is the main entry point for domestic, U.S. and Iranian pistachios to Portugal.	Pistachio production in Portugal is extremely limited and demand keeps growing.

Market Structure



Food Retail Sector

According to Euromonitor, retail in Portugal experienced a modest growth in 2024, despite the overall challenging economic environment, primarily driven by the results of the online channel and grocery retailers. Private labels benefit from consumers' reduced spending power, as private labels gained popularity as they are perceived to offer good quality for reasonable prices. In addition, budget-conscious consumers are shopping more frequently for smaller baskets of goods, to better manage their weekly spending. Within this landscape, communications and promotional strategies are increasingly focused on discounts and cost-saving strategies.

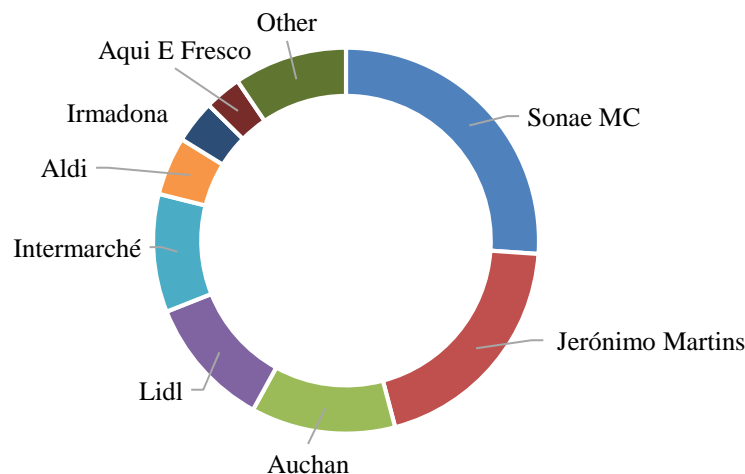
Supermarkets are benefitting from a series of factors, including extended private label ranges to take care of price-sensitive consumers and compete against discounters, as well as the fact that supermarkets tend to offer proximity convenience to consumers, with a wider range of products than seen in convenience stores. In that regard, supermarkets tend to offer a mix of the benefits of hypermarkets and convenience stores, making them able to cannibalize shares from both. The availability of discounts and loyalty programs are another attractive factor that supermarkets are monetizing.

With the increased competition in the supermarket sector, Portuguese consumers have seen an increase in options for making their food purchases. Pingo Doce (Jerónimo Martins) and Continente Modelo (Sonae) continue to lead the supermarket sector by surface. Competition is more intense between the third, fourth and fourth place, between Auchan (recently acquired DIA), Lidl and Intermarché. According to reports from February 2025, the Spanish chain Mercadona is accelerating

its expansion in Portugal, planning to open 10 new supermarkets in 2025, which will bring its total number of stores to 70, according to the reports. This situation in the supermarket sector stimulated competition, and the Portuguese consumers have seen an increase in options for making their food purchases

Players are expected to continue investing in promotional campaigns and private label ranges to increase sales. Supermarkets are expected to benefit from proximity convenience and wide offers of products. As purchasing power increases, the importance of private labels will reduce, and players with a wider offering of brands will regain share.

Top Country Retailers 2024 (% Surface)



Source: [Alimarket](#)

For more information on the Portuguese retail sector, visit [FAS GAIN Home](#).

Hotel, Restaurant, and Institutional Sector

The Portuguese food service sector is large and highly diversified. It includes restaurants, bars, hotels, contract caterers, and the like. According to Euromonitor, full-service restaurants saw value sales fall in Portugal in 2024. The increases in the cost of living and the strong rise in consumer food service prices overall negatively impacted results and not even the positive trend in tourism was able to prevent the observed decline in sales. With the continued increase in operating costs, it is becoming more and more difficult for full-service restaurants, particularly independent ones, to maintain their financial viability.

On the other hand, limited-service restaurants saw continued strong growth in value in 2024. The performance was boosted by the expansion of the offer and with consumers adjusting their consumption habits as they looked for the best value-for-money deals. Nonetheless, the traditional low-cost model is gradually disappearing, with many limited-service restaurants investing in premium offers as well as expanding the vegetarian or even high-end meals. Although there is a trend towards rising health awareness, most of the population remains fast food friendly.

The tourism sector is key to the Portuguese economy and is highly connected with the HRI sector.

Portugal's tourism industry data reflects an extraordinary recovery in tourism and in 2024, the tourism sector in Portugal hit a new record with 31.6 million visitors and the number of overnight stays reached 80.3 million – another record. In 2025, this good performance is expected to be maintained, and Portugal is expected to see yet another record number of tourists, with projections reaching up to 33 million visitors.

For more information on the Portuguese HRI sector, visit [FAS GAIN Home](#).

Food Processing Sector

The agri-food industry is increasingly a strategic sector for Portugal, given its contributions to the economy, employment, and regional development. The food and beverage industry is the manufacturing sector that contributes most to the national economy, both in terms of turnover and gross value added. It also generates the most employment, as it is responsible for more than 113,658 direct jobs and around 500 thousand indirect ones.

The agri-food sector is focused on strengthening its export markets, which are critical to the prosperity of the industry. Although the international economic situation remains challenging, the industry has been expanding into new markets. The sector has stated that it hopes to reach a target of \$10 billion in exports but knows that reaching that goal will require the creation of a solid and competitive infrastructure network. In 2024, Portuguese food exports were valued at approximately \$9 billion, continuing the positive trend. Based on the agri-food sector's resilience and ambition, the Portuguese food processing sector will continue to offer good prospects for exporters of U.S. food ingredients.

For more information on the Portuguese food processing sector, visit [FAS GAIN Home](#).

SECTION V. AGRICULTURAL and FOOD IMPORTS

Table 2. Agricultural and Food Import Statistics

AGRICULTURAL PRODUCTS IMPORTS	2021	2022	2023	2024	2025*
Total Agricultural and Related Products	54,418	63,814	64,910	65,225	66,000
Total U.S. Agricultural and Related Products	1,706	2,167	2,236	2,220	2,300
Total Agricultural Products	12,735	14,659	13,140	12,452	13,000
Total U.S. Agricultural Products	163	187	212	172	200
Total Consumer-Oriented Products	21,697	23,667	26,149	28,784	29,000
Total U.S. Consumer-Oriented Products	761	839	692	747	800
Total Seafood Products	8,889	9,637	9,225	9,491	9,500
Total U.S. Seafood Products	82	95	99	81	90

Source: Trade Data Monitor LLC; Unit: \$ Million (*) Estimate

Best High-Value, Consumer-Oriented Product Prospects Category

Products Present in the Market with Good Sales Potential

Tree nuts, particularly almonds, walnuts, and pistachios -- Peanuts -- Pulses -- Sunflower seeds -- Fish and Seafood (frozen) -- Surimi -- Spirits

Products Not Present in Significant Quantities with Good Sales Potential

Functional and innovative health food -- Free-from products (lactose-free, gluten-free) -- Specialty and snack foods -- Sweet potatoes -- Pet foods

Products Not Present Because They Face Significant Barriers

Red meat and meat preparations (hormone ban) -- Poultry (sanitary procedures - chlorine wash) -- Processed food (with GMO ingredients)

SECTION VI. KEY CONTACTS AND FURTHER INFORMATION

If you have any questions or comments regarding this report or need assistance exporting to Portugal, please contact the [Office of Agricultural Affairs](#) at AgLisbon@usda.gov. In addition, the [FAS website](#) offers recent reports of interest to U.S. exporters interested in the Portuguese market. Also, additional useful contacts are below:

Portuguese Trade Associations

[FIPA - Federação das Indústrias Portuguesas Agro-Alimentares](#) (Portuguese Federation of Agri-Food Industries); [ACOPE – Associação Dos Comerciantes de Pescado](#) (Portuguese Seafood Traders Association); [ANCIP – Associação Nacional de Industriais de Conservas de Peixe](#) (Portuguese National Association of Canned Fish Manufacturers); [AHRESP – Associação da Hotelaria, Restauração e Similares de Portugal](#) (Portuguese Hotel and Restaurant Association)

Portuguese Government Regulatory Agencies

[Direção-Geral de Agricultura e Desenvolvimento Rural](#) (Directorate General of Agricultura and Rural Development); [Autoridade de Segurança Alimentar e Económica](#) (Economic and Food Safety Agency); [Direção-Geral de Alimentação e Veterinária](#); (Directorate-General of Food and Veterinary Medicine)

For more information on exporting U.S. agricultural products to other countries, please visit the Foreign Agricultural Service home page at www.fas.usda.gov

Attachments:

No Attachments.