

November 2018

Milk and Milk Alternatives - Brazil

"The consumption of plant-based drinks in Brazil is still limited, but health concerns should boost the demand for these products. Big brands have been investing in the segment, an indication that in the near future the market of plant-based drinks should be consolidated. The milk industry, therefore, is likely to ...

August 2018

Beer - Brazil

"The economic uncertainty and the concerns about the quality of the products impose some challenges to the beer market. Brands need to differentiate themselves and meet the consumers' demands in a segmented way – by consumption occasion or type of customer. In addition, it's important to offer higher-value-added products in ...

June 2018

Juice - Brazil

"Brazil's juice market is on the rise, as it appeals to both consumers looking for more healthful drink alternatives and those who are seeking more affordable beverage options. The category, however, is very competitive. In addition, Brazilian consumers prefer freshly squeezed juice, which means brands need to innovate in terms ...

Carbonated Soft Drinks - Brazil

"The carbonated soft drinks market has been negatively impacted by the economic recession. In addition, the search for more healthful beverages and the new laws aimed at reducing the commercialization of sugary drinks have been major consumption barriers. The expectation is that sporting events scheduled for 2018 and 2020 will ...

March 2018

Alcoholic Drinks Consumption Habits - Brazil

"The soccer World Cup is expected to stimulate consumption of alcoholic drinks, but on the other hand health concerns can be a barrier. In order to find a balance, brands could take advantage of Brazilians' interest in innovations, investing in new releases and promoting new experiences. It's important, however, to ...

February 2018

Beverage Blurring - Brazil

“Consumers want more healthful products that can be functional at the same time. It is important to remember, however, that there is space to innovate in the non-alcoholic drinks category in other aspects too, such as flavor, packaging and ingredients, and to explore new positions and consumption occasions.”

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