

Carbonated Soft Drinks - Brazil - May 2014

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“Brazilian consumers are concerned about healthy attributes in CSDs, a demand that hasn't been met by ‘zero calories’ drinks, since concerns about health are not limited to calorie content. Companies can make their drinks more appealing to Brazilian consumers by offering more on-the-go solutions, as well as improving the value-for-money image of high-quality products.”

– Naira Sato, Senior Analyst

This report looks at the following areas:

- Can glass bottles be positioned as premium?
- How can brands offer healthier drinks without compromising on flavor?
- Can on-the-go CSDs be affordable?
- Can higher-quality CSDs improve their value-for-money image?

The carbonated soft drinks market includes drinks in a range of flavors, such as cola, lime, citrus, orange, and guaraná. It includes carbonated soft drinks, tonic drinks, and other flavored carbonated soft drinks. It excludes carbonated juices, sparkling water, iced tea, and energy and isotonic drinks. Value and volume sales are based on retail sales

In Brazil, light foods and drinks are classified as such because, compared to the standard version, they have a reduction of a component which could be calories, sugars, fat, salt, among others. While “zero” are for products that do not have a significant amount of these components compared to the standard version of the product. It is common that the Brazilian consumer thinks of a zero product as having zero calories, while the light version is seen as a reduced-calorie product and, therefore, they deliver different benefits.

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