

Carbonated Soft Drinks - Brazil - May 2015

Report Price: £2466.89 | \$3995.00 | €3133.71

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"Consumption of regular carbonated soft drinks is falling, while consumption of light/diet varieties has increased from 2014-15. This may be due to consumers' demands for healthier options, and it highlights an opportunity for companies to explore innovation in this area, not only by launching lower-calorie products, but also by using natural ingredients and functional claims."

– Naira Sato, Food and Drinks Analyst

This report looks at the following areas:

- It is possible to increase consumption of soft drinks among class AB, through functional products?
- Could brands of CSDs be positioned more for in-home consumption by women?
- Could energy claims attract more young consumers to the CSDs category?
- Is there a way to make C2DE consumers (who are sensitive to price), more loyal to brands of CSDs?

Companies of CSDs can appeal to female consumers by launching products in smaller packaging, and to male consumers by adding value to the category, offering benefits that are relevant to them. Another good opportunity is to offer more choices of products to be consumed at night, targeted at single people, in bars and nightclubs.

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