

## Fruit Juice and Juice Drinks - Brazil - June 2015

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

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“Despite having high levels of sugar, juices are still seen as healthy and considered a great source of nutrition.

Although Brazilians prefer freshly squeezed juice, the ready-to-drink market is expected to see constant growth in the coming years. More companies are tapping into the pure juice segment.”

– Andre Euphrasio, Research Analyst

This report looks at the following areas:

- Sugar and fruit juice
- Juice drinks

The consumption per capita of ready-to-drink juice in Brazil is still low, at only six liters per year. The highest consumption is of freshly squeezed juice. Brazil presents space for growth of ready-to-drink juice products; the challenge is to convince consumers to switch to these products.

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