

Bottled Water - Brazil - February 2016

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“The bottled water market continues to grow as an increasing number of consumers are transitioning to healthier lifestyles. Health and sustainability are important factors that the brands in the category can associate themselves with, in order to have an advantage over competitors in the long run.”

– Andre Euphrasio, Research Analyst

This report looks at the following areas:

- Promoting private labels of bottled water
- Increasing the use of aluminum cans

The bottled water market continued to register strong growth through the years, and Mintel estimates the retail revenues will reach R\$8.7 billion in 2015, mainly thanks to the good performance of unflavored still and sparkling bottled water segments. Brazilians are aware of the importance of water consumption, either for hydration, health, or to maintain good skin. Brazilians are also shifting from less healthy carbonated soft drinks and turning to juices and bottled water.

Bottled water brands should make efforts to capture those consumers, either by increasing their presence at gyms and sports centers or through messaging that reminds consumers how important it is to drink water regularly.

This market lacks in innovation, with most products launched being unflavored or products already in the market with new packaging. Here, there is space to innovate, either in packaging, flavor, or ingredients.

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DID YOU KNOW?

This report is part of a series of reports, produced to provide you with a more holistic view of this market

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