

Carbonated Soft Drinks - Brazil - May 2016

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“There are two main factors affecting the consumption of carbonated soft drinks: the first one is the economic recession; the other is that Brazilian consumers are opting for products they consider to be more healthful. Retaining these consumers is essential, that’s why companies have invested in healthful carbonated soft drinks and offered ways for consumers to save money.”

– Naira Sato, Food and Drink Analyst

This report looks at the following areas:

- Men’s consumption can increase with natural and functional options
- Tea- and herbs-based carbonated soft drinks can communicate relaxation for stressed Brazilians
- Greater variety of healthful carbonated soft drinks can prevent migration to other categories

During periods of economic recession, it is common to see consumers cutting back some products they consider superfluous, such as CSDs (carbonated soft drinks). Thus it is important to keep consumers in the category by offering more affordable prices (such as reusable bottles), but also taking into account their demands (such as healthful options). The advantage of the category is that Brazilians seem to be loyal to their favorite brands even in times of decreasing consumption – they tend to buy carbonated soft drinks less often rather than exchanging for cheaper drinks.

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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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