Fruit Juice - Brazil - June 2016

Report Price: £2466.89 | $3995.00 | €3133.71

The above prices are correct at the time of publication, but are subject to change due to currency fluctuations.

"Despite high sugar content, fruit juice has a positive image among Brazilians as 98% agree that they are better for their health than CSDs (carbonated soft drinks). There is space for innovation and brands should use health credentials to boost sales."
– Andre Euphrasio, Research Analyst

This report looks at the following areas:

- Using packaging to boost sales
- Added-value drinks such as vegetable blends and cold-pressed juice to diversify the market

Companies producing different varieties of juices, be it cold-pressed, organic, with grains, seeds, and/or with vegetables, could offer tasting events in order to grow awareness. As they can usually be more expensive or present more exotic flavors or combinations, customers can be put off of trying them and stick to what they are used to. Brands could team up with local bakeries, for instance, to hold such events. Free samples could also be tailored for replacing breakfast or to accompany lunch.

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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