

Sports and Energy Drinks - Brazil - August 2016

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“The retail sales of sports and energy drinks are likely to keep growing, mainly because both segments are evolving to better meet the demands for healthy products (eg with natural ingredients) and delivering greater diversity of functional benefits, such as improvement of fatigue and concentration.”

Naira Sato, Food and Drink Analyst

This report looks at the following areas:

- Women are more concerned with gaining weight
- Drinks with grains/seeds can appeal to Brazilians
- Opportunity to explore energy through natural fruit juices

Despite the economic downturn, the sports and energy drinks market is likely to keep growing, as it has been innovating and matching the new demands for healthier products and more functional benefits. The search for healthy products is currently one of the most important factors, so products that match this need gain higher added value in the eyes of consumers.

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