

## Mixed Beverages - Brazil - January 2017

Report Price: £3174.67 | \$3995.00 | €3701.03

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"Brazilian consumers are looking for healthier options of non-alcoholic drinks, and the market has been meeting this demand with mixed beverages. This new category can bring together the best of different segments into one product, for example, combining the sparkling element of CSDs with the natural claims of fruit juices, or mixing the functional benefits of tea with fruit flavors."

– **Naira Sato, Food and Drink Specialist**

This report looks at the following areas:

- Powdered juice with added benefits has good market potential
- Functional benefits help create value for the bottled water category
- Offering more options of dairy drinks for children

Looking at the non-alcoholic drinks category, we can clearly see that Brazilian consumers have been including and/or migrating to options they consider to be healthier. Therefore, drinks that are perceived to be more artificial, such as carbonated soft drinks, are losing market space. Mixed beverages could be the solution to this demand, by mixing different products with several benefits, such as flavor, vitamins, functionality, etc.

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Aging population increases demand for non-alcoholic drinks  
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