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.
Categories perceived as healthier have gained in popularity

The consumer
Yogurt-based mixed drinks with added protein and fiber can appeal to consumers

Women are making their own drinks at home
Combining coffee with energy drinks

Established brands can expand their product ranges with mixed beverages

What we think
Powdered juice with added benefits has good market potential

The market – What you need to know
Categories perceived as healthier are becoming increasingly popular
Unemployment impacts on consumption
Health problems put pressure on drinks’ salt and sugar content

Market and forecast
Brazilian consumers demand healthier products

Market drivers
Rise in unemployment can affect drinks market
Mixed Beverages - Brazil - January 2017

Aging population increases demand for non-alcoholic drinks
More than half of the population is overweight
Hypertension creates demand for products with less sodium
Pressure for the reduction of sugar
Advertising of children’s drinks

Companies, Brands and Innovation – What You Need to Know

Innovations in mixed drinks with iced tea
Innovations in mixed drinks with coconut water

Who’s Innovating?

Mixed beverages category contributes to the development of the iced tea market
Coconut water can be further explored in mixed drinks

The Consumer – What You Need to Know

Yogurt-based mixed beverages with added protein and fiber can appeal to Brazilian consumers
Brands can help women make their own drinks at home
Coffee with energy benefits has market potential
Established brands can expand to the mixed beverage category

Purchase of Non-alcoholic Drinks

Mixed drinks of yogurt with proteins and fibers can attract more consumers
Opportunity to explore vegetable alternatives for women
Juices can claim more benefits by using healthy ingredients

Buying Habits of Non-alcoholic Drinks

Smaller sizes makes healthy drinks more affordable
Women are making their own drink at home
Free samples can boost sales of mixed beverages

Interest in Mixed Beverages

Brazilians are interested in CSDs mixed with fruit juice
Combining coffee with energy drinks

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Mixed beverages with benefits for sports and exercises appeal to male consumers
Figure 17: Interest in mixed beverages, by gender, Brazil, November 2016

Attitudes toward Mixed Beverages

Opportunities for mixed beverages with functional benefits
Figure 18: Attitudes toward mixed beverages, Brazil, November 2016

Established brands can expand your portfolio with mixed drinks
Figure 19: Attitudes toward mixed beverages, attitude "I would be more willing to buy a new mixed beverage produced by a brand I trust," by age group, Brazil, November 2016

Mixed beverages with regular flavors appeal to women
Figure 20: Attitudes toward mixed beverages, attitude "It is difficult to know if the combined flavors in mixed beverages are going to taste good." by gender, Brazil, November 2016

Appendix – Market Size and Forecast

Figure 21: Growth in the retail market of non-alcoholic beverages, by value, Brazil, 2014-15

Appendix – Abbreviations

Abbreviations