

Beverage Blurring - Brazil - February 2018

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“Consumers want more healthful products that can be functional at the same time. It is important to remember, however, that there is space to innovate in the non-alcoholic drinks category in other aspects too, such as flavor, packaging and ingredients, and to explore new positions and consumption occasions.”

– **Andre Euphrasio, Research Analyst**

This report looks at the following areas:

- Health problems may negatively impact the purchase of sugary drinks
- Brand loyalty is low

The great variety of non-alcoholic beverages and the fact that many brands have been expanding their portfolio of mixed drinks bring great competition to the market. In order to, brands must innovate, perhaps by developing functional, healthy offerings available in sustainable packaging.

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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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- Opportunity to explore consumption out of home
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Appendix – Abbreviations

Abbreviations

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