

Carbonated Soft Drinks - Brazil - May 2018

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“The carbonated soft drinks market has been negatively impacted by the economic recession. In addition, the search for more healthful beverages and the new laws aimed at reducing the commercialization of sugary drinks have been major consumption barriers. The expectation is that sporting events scheduled for 2018 and 2020 will boost sales and help improve the category’s performance.”
– Marina Ferreira, Food and Drinks Specialist

This report looks at the following areas:

- **Government hinders access to sugary drinks to combat obesity**
- **Consumers find it difficult to differentiate types of sweeteners**
- **The market of organic and natural CSDs is still limited**

The carbonated soft drinks market is expected to oscillate in terms of value and keep falling in volume over the next years, but at a slower pace than registered during the recent economic recession. Consumers have been replacing CSDs (carbonated soft drinks) for juice and water – which are cheaper and more healthful options. This behavior has been a great challenge for the category, so brands need to meet consumers’ demands toward sugar reduction and the inclusion of extra benefits, for example. However, even though health concerns are an important market driver, companies cannot forget consumers see CSDs as indulgent products, which means brands should keep offering new flavors and enjoyable experiences.

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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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