

Beverage Blurring – Brazil – January 2019

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This report looks at the following areas:

- Companies sign an agreement with the Ministry of Health aimed at reducing sugar levels
- Non-alcoholic blurred beverages have the challenge of boosting their value perception
- The category needs to expand the presence of its products in the consumer's daily life

According to the survey conducted for this Report, 28% of Brazilian consumers have drunk ready-to-drink hybrid/fusion drinks (eg sparkling water with fruit juice) in the last six months. In addition, 34% of consumers agree with the following statement about non-alcoholic blurred beverages, "I would only drink them occasionally to have something different." Indeed, consumers have an interest in non-alcoholic mixed drinks. Brands have the challenge, however, to increase consumption frequency and promote greater experimentation of products.



"In order to enhance the positive perception of the category and boost consumption frequency, brands need to invest in healthy alternatives, offering nutritional and functional benefits to consumers, as well as innovative flavors and textures that arouse their curiosity."

– **Ana Paula Gilsogamo,**
Food and Drink Analyst

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KEY PLAYERS – WHAT YOU NEED TO KNOW

- **Several brands have invested in non-alcoholic blurred beverages**
- **Innovative textures can stimulate experimentation**
- **V8 combines natural ingredients to deliver benefits such as hydration and energy**

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- **Naturally fermented beverages mixed with fruit juices can appeal to consumers**

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- **Convenient packaging can boost consumption of blurred beverages that provide rapid hydration to students**
- **Recommendations from friends via social media can encourage consumption among young people**
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