

## Juice - Brazil - April 2019

Report Price: £3265 | \$4495 | €3940

The above prices are correct at the time of publication, but are subject to change due to currency fluctuations.

This report looks at the following areas:



**Buy this report now**

Visit [store.mintel.com](https://store.mintel.com)

The above prices are correct at the time of publication, but are subject to change due to currency fluctuations.

## Table of Contents

### OVERVIEW

- What you need to know
- Definition

### EXECUTIVE SUMMARY

- Challenges
- Agreement with the Ministry of Health should accelerate the reduction of sugar levels in the juice category
- Ban on plastic straws increases debate on the subject and calls brands to action
- Opportunities
- Consumption of coconut water can grow with a greater diversity of products
- Juices with high protein content can gain space by highlighting health benefits
- Juice-based carbonated drinks can stand out as an alternative to carbonated soft drinks
- What we think

### MARKET DRIVERS

- Growing incidence of obesity among children represents an opportunity for juices with reduced levels of sugar and calories
- Beverage association signs an agreement with the Ministry of Health to reduce sugar levels of fruit juices
- New proposal on nutrition labeling may change consumers' perception about the category
- Cities are banning the use of plastic straws for drink consumption

### KEY PLAYERS – WHAT YOU NEED TO KNOW

- The Coca-Cola Company expands its portfolio to retain leadership
- Obrigado receives the "B Corporation" certification
- Latin America leads the launches of juice sweetened with stevia, but Brazil is in seventh place
- High pressure processing allows Green People to preserve 100% natural juices for up to 45 days without preservatives or pasteurization

### What's included

Executive Summary

Full Report PDF

Infographic Overview

Powerpoint Presentation

Interactive Databook

Previous editions

## Did you know?

This report is part of a series of reports, produced to provide you with a more holistic view of this market.

All Mintel 2020 reports contain specific COVID-19 related research and forecasts. The world's leading brands rely on Mintel reports for the most complete, objective and actionable market intelligence.

### Buy this report now

Visit [store.mintel.com](https://store.mintel.com)

The above prices are correct at the time of publication, but are subject to change due to currency fluctuations.

## MARKET SHARE

- **The Coca-Cola Company expands its portfolio to retain leadership**

Figure 1: Top companies' retail sales shares in the juice market, by value – Brazil, 2016-17

Figure 2: Top companies' retail sales shares in the juice market, by volume – Brazil, 2016-17

## MARKETING CAMPAIGNS AND ACTIONS

- **Coca-Cola Brazil enters the market of coconut water**
- **Coca-Cola launches Yas, a hybrid drink**
- **Obrigado receives the "B Corporation" certification**
- **Garibaldi launches Brazil's first biodynamic juice**

Figure 3: Garibaldi's biodynamic sparkling grape juice

## WHO'S INNOVATING?

- **Latin America leads the world in launches of juice sweetened with stevia, but Brazil is only in seventh place**

Figure 4: Launches of juices with stevia, by region, 2014-18

Figure 5: Zevia's documentary on the usage of sugar and sweeteners in foods and beverages

- **Coconut water has had the greatest growth in launches in the past five years in Brazil**

Figure 6: Launches of juices, by flavor – Brazil, 2014-18

Figure 7: Launches of juice with coconut water – Brazil, 2014-18

## CASE STUDIES

- **High pressure processing allows Green People to preserve 100% natural juices for up to 45 days without preservatives or pasteurization**

Figure 8: Information on the technique of cold processing and HPP used by Green People's juices

Figure 9: Green People's campaign

Figure 10: Green People's campaign

- **Batch Organics invests in smoothies to be prepared at home that combine health attributes with an indulgent appeal**

Figure 11: Juice consumption occasions, smoothies – Brazil, January 2019

Figure 12: Batch Organics

Figure 13: Batch Organics before and after preparation

## What's included

Executive Summary

Full Report PDF

Infographic Overview

Powerpoint Presentation

Interactive Databook

Previous editions

## Did you know?

This report is part of a series of reports, produced to provide you with a more holistic view of this market.

All Mintel 2020 reports contain specific COVID-19 related research and forecasts. The world's leading brands rely on Mintel reports for the most complete, objective and actionable market intelligence.

## Buy this report now

Visit [store.mintel.com](https://store.mintel.com)

The above prices are correct at the time of publication, but are subject to change due to currency fluctuations.

## THE CONSUMER – WHAT YOU NEED TO KNOW

- **Manufacturers can invest in super foods to add value to powdered juices and attract AB consumers**
- **Digestive properties can stimulate consumption of coconut water with a meal**
- **Brazilians are using plastic straws less often when they consume juices**
- **Companies can invest in frozen bars for the quick preparation of vegetable juices and to attract women who seek convenience**
- **Coconut water can be used to bring a refreshing touch to seasonal summer juices**
- **Brazilians have an interest in juices with anti-aging benefits**

## JUICE CONSUMPTION

- **Consumption of 100% whole juice grows by emphasizing the origin of ingredients**

Figure 14: Juice consumption – Brazil, January 2019

Figure 15: Behaviors toward juice, by juice consumption – Brazil, January 2019

- **Manufacturers can invest in superfoods to add value to powdered juices and attract AB consumers**

Figure 16: Juice consumption – Brazil, January 2019

## JUICE CONSUMPTION OCCASIONS

- **Digestive properties can stimulate the consumption of coconut water with a meal**
- Figure 17: Juice consumption occasions – Brazil, January 2019
- **Consumption of juice concentrate out of home can increase with “pocket” packages**
- Figure 18: Juice consumption occasions – Brazil, January 2019

## CHANGES IN JUICE CONSUMPTION

- **Brazilians are using plastic straws less often to consume juices**
- Figure 19: Changes in juice consumption – Brazil, January 2019
- Figure 20: Nescäu's ready-to-drink product with a paper straw
- Figure 21: Information to ensure the recycling of plastic straws
- Figure 22: Bob's alternative to plastic straws
- **100% whole juices can invest in clean labels to encourage consumption**
- Figure 23: Campo Largo's clean label

## What's included

Executive Summary

Full Report PDF

Infographic Overview

Powerpoint Presentation

Interactive Databook

Previous editions

## Did you know?

This report is part of a series of reports, produced to provide you with a more holistic view of this market.

All Mintel 2020 reports contain specific COVID-19 related research and forecasts. The world's leading brands rely on Mintel reports for the most complete, objective and actionable market intelligence.

## Buy this report now

Visit [store.mintel.com](https://store.mintel.com)

- **Brands can partner with bars and restaurants to increase organic juice offerings**

Figure 24: Changes in juice consumption, by juice consumption occasions, at home and out of home – Brazil, January 2019

Figure 25: Pure Organic Co.'s chicken bowl, Andiamo's grilled chicken, and Jacarandá's galetto with Korin's organic raw material

## BEHAVIORS TOWARD JUICE

- **Functional benefits can help increase the popularity of mixed fruit juices**

Figure 26: Behaviors toward juice – Brazil, January 2019

Figure 27: Juice Match

- **Approximately one in every three consumers usually dilute 100% whole juices with water**

Figure 28: Hansells All Natural syrups

- **Companies can invest in frozen bars for the quick preparation of vegetable juices and attract women who seek convenience**

Figure 29: Behaviors toward juice, by gender – Brazil, January 2019

Figure 30: Naked Frozen Fruits Bar

Figure 31: Naked Frozen Fruits Bar

## OPINIONS TOWARD JUICE

- **Apps can help consumers understand how the addition of fruit juice can reduce sugar levels**

Figure 32: Opinions toward juice – Brazil, January 2019

Figure 33: Food Scanner

Figure 34: Desrotulando

- **Coconut water can be used to bring a refreshing touch to seasonal summer juices**
- **Change of location in supermarkets can help boost the perception of naturalness among AB consumers**

Figure 35: Opinions toward juice, by socioeconomic group – Brazil, January 2019

Figure 36: Natural One

## INTEREST IN INNOVATIONS

- **Brazilians have an interest in juices with anti-aging benefits**  
Figure 37: Interest in innovations – Brazil, January 2019
- **Juices made with low calorie fruits can attract consumers with children living in the household**

## What's included

Executive Summary

Full Report PDF

Infographic Overview

Powerpoint Presentation

Interactive Databook

Previous editions

## Did you know?

This report is part of a series of reports, produced to provide you with a more holistic view of this market.

All Mintel 2020 reports contain specific COVID-19 related research and forecasts. The world's leading brands rely on Mintel reports for the most complete, objective and actionable market intelligence.

## Buy this report now

Visit [store.mintel.com](https://store.mintel.com)

The above prices are correct at the time of publication, but are subject to change due to currency fluctuations.

Figure 38: Rethink Juice Splash

- **Juice concentrates in “shot” format can be positioned as daily vitamins for workers**

Figure 39: Interest in innovations, by working status – Brazil, January 2019

Figure 40: Suja Organics

## APPENDIX – ABBREVIATIONS

## APPENDIX – MARKET SIZE AND MARKET SHARE

- **Market Size**

Figure 41: Retail sales of juices, by value and volume – Brazil, 2013–23

- **Market Share**

Figure 42: Top companies’ retail sales shares in the juice market, by value – Brazil, 2016–17

Figure 43: Top companies’ retail sales shares in the juice market, by volume – Brazil, 2016–17

## What's included

Executive Summary

Full Report PDF

Infographic Overview

Powerpoint Presentation

Interactive Databook

Previous editions

## Did you know?

This report is part of a series of reports, produced to provide you with a more holistic view of this market.

All Mintel 2020 reports contain specific COVID-19 related research and forecasts. The world’s leading brands rely on Mintel reports for the most complete, objective and actionable market intelligence.

## Buy this report now

Visit [store.mintel.com](https://store.mintel.com)



## About Mintel

Mintel is the **expert in what consumers want and why**. As the world's leading market intelligence agency, our analysis of consumers, markets, product innovation and competitive landscapes provides a unique perspective on global and local economies. Since 1972, our predictive analytics and expert recommendations have enabled our clients to make better business decisions faster

Our purpose is to help businesses and people grow. To find out how we do that, visit **[mintel.com](https://www.mintel.com)**.