

# Non-alcoholic Drinks Consumption Habits - Brazil - August 2019

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## This report looks at the following areas:

- Products need to adapt their packs to the ban on plastic straws
- Cannabidiol has gained space abroad but lacks specific regulation
- Agreement aimed at reducing sugar and new rules on nutritional labeling open space for natural sweeteners to grow
- Interest in digestive benefits has boosted fermented drinks
- The coffee segment can renew itself

Several categories of non-alcoholic drinks have faced a drop in consumption by Brazilians. The survey conducted for this Report reveals, for example, that 40% of consumers are drinking carbonated soft drinks less often compared to six months ago.

On the other hand, drinks that naturally deliver functional benefits have gained space, as 15% of consumers have drunk non-alcoholic fermented drinks (eg kefir, kombucha) in the past six months. Among them, 25% are drinking more this type of drink. There has also been an increase in the consumption of coffee, recognized by its energy-boosting properties. The survey shows 35% of consumers are drinking hot coffee more often.



“Several categories of non-alcoholic drinks have faced a drop in consumption by Brazilians, but at the same time, drinks that naturally deliver functional benefits have gained space, such as non-alcoholic fermented drinks and coffee.”

– Marina Ferreira, Food and Drinks Specialist

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- "Bulletproof coffee" is a concept that can attract Brazilians

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- **Nestlé offers Starbucks coffee capsules in supermarkets**

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