

### January 2014

#### Fruit Juices - Brazil

“The sales of ready-to-drink juices are expected to continue to post robust growth. Further switching from fresh juices and powdered juice drinks to ready-to-drink fruit juices is expected to fuel volume sales going forward, in line with recent trends.”

### November 2013

#### Coffee Shops - Brazil

“The main challenge for coffeehouses is to attract more consumers at breakfast, narrowing the penetration gap in relation to bakeries. Flexible operating hours, enhanced breakfast offerings, and weekday promotions could help coffeehouses take advantage of this consumption occasion.”

#### Baby Food and Drink - Brazil

“Similar to trends seen in adult food categories, Brazilian parents are looking for convenient and healthy foods for their children. While homemade baby food remains the most popular day-to-day choice, processed baby food products can leverage their positioning as convenient as a unique selling point.”