

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.”

Supermarkets and Hypermarkets - Brazil

“The food retail sector has benefitted more than most from social and economic changes in Brazil. Consumer demands have started to evolve, and food retailers have had to adapt their formats to satisfy these. Some formats (such as convenience stores and mini-markets) have grown in importance, while others (mainly larger ...

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.”

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.”

August 2013

Spirits - Brazil

“The spirits market in Brazil has seen mixed performances across different segments. While lower priced alcoholic beverages, such as cachaça, have seen volume retail sales fall, higher priced segments, like whiskey and vodka, are enjoying robust growth.”

June 2013

Bottled Water - Brazil

“The bottled water category in Brazil has been showing dynamic growth in the last few years. However, despite

growing revenues, the category still has one of the lowest per capita expenditures in the world. Companies can look to differentiate their products through product segmentation, development of niche markets and the ...

March 2013

Coffee - Brazil

“Coffee shops are an important channel that can be used to drive interest in the existing diversity among coffee varieties and drink types. While most consumers are not very adventurous, patrons of coffee shops are more open to experimentation.”