

June 2014**Sports and Energy Drinks - Brazil**

“The relatively low penetration of energy and sports drinks in Brazil may be caused by the restricted communication of their benefits, and by only targeting specific demographics and consumption occasions. It is important to emphasize to Brazilians that energy drinks are not just for young people and not just to ...

May 2014**Carbonated Soft Drinks - Brazil**

“Brazilian consumers are still concerned about healthy attributes in CSDs, a demand that doesn't seem to have been totally met by 'zero calories' drinks, since concerns about health are not just limited to calorie content. There are other ways that brands can meet demand for healthier products, such as the ...

April 2014**Food and Drink Retailing - Brazil**

“The food and drink retailing sector in Brazil is highly competitive and dynamic. Brazilian towns everywhere are dotted with all types of outlets, ranging from hypermarkets to small bakers. Retailers must cater to demanding customers both in the local neighbourhood shops and in the more distant hypermarkets, and place emphasis ...