December 2015

Supermarkets and Hypermarkets - Brazil

"The food and drink retailing sector in Brazil is highly competitive, dynamic, and fragmented. Brazilians can choose from local street markets to huge wholesalers, and they will favor those that can offer the best price and customer service."

– Andre Euphrasio, Research Analyst

September 2015

Coffee - Brazil

"Brazilians are getting busier and demand more practical products. Due to this, the development and launch of new coffee capsule products has skyrocketed. Nevertheless, filtered coffee is still the most consumed type of coffee by a long shot. The growing interest in specialty or gourmet coffees is generating demand for ...

July 2015

Beer - Brazil

"The craft beer movement continues to grow and although it still does not represent a threat to the major players in the sector, these brands have started acting by partnering with craft beer producers or launching products that directly compete with craft beers. On the other hand, beer drinkers do ...

June 2015

Fruit Juice and Juice Drinks - Brazil

"Despite having high levels of sugar, juices are still seen as healthy and considered a great source of nutrition. Although Brazilians prefer freshly squeezed juice, the ready-to-drink market is expected to see constant growth in the coming years. More companies are tapping into the pure juice segment, which will help ...

May 2015

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Carbonated Soft Drinks - Brazil

"Consumption of regular carbonated soft drinks is falling, while consumption of light/diet varieties has increased from 2014-15. This may be due to consumers' demands for healthier options, and it highlights an opportunity for companies to explore innovation in this area, not only by launching lower-calorie products, but also by ...

April 2015

Spirits - Brazil

"The Brazilian spirits market is slowly shifting from high volumes of cheap products to lower amounts of more expensive products. Volume sales of cachaça have been in decline while value sales keep going up, meaning more premium and craft products are being purchased. At the same time, vodka and whiskey ...

February 2015

Milk and Dairy Drinks - Brazil

"Brazil, together with China and the US, has delivered the highest level of innovation in the last five years in the milk market; however, compared to the two other countries, companies in Brazil don't seem to be exploring the category's full potential. In terms of flavors, the Brazilian market is ...

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