

June 2018

Juice - Brazil

"Brazil's juice market is on the rise, as it appeals to both consumers looking for more healthful drink alternatives and those who are seeking more affordable beverage options. The category, however, is very competitive. In addition, Brazilian consumers prefer freshly squeezed juice, which means brands need to innovate in terms ...

Carbonated Soft Drinks - Brazil

"The carbonated soft drinks market has been negatively impacted by the economic recession. In addition, the search for more healthful beverages and the new laws aimed at reducing the commercialization of sugary drinks have been major consumption barriers. The expectation is that sporting events scheduled for 2018 and 2020 will ...