

November 2012

Beer - Brazil

“The Brazilian beer market presents a paradox. On the one hand, it can be considered quite developed. Over the past decade the beer market has quickly expanded its volume to have one of the highest per capita consumption rates in all of Latin America (67 liters annually). If analyzed by ...

October 2012

Carbonated Soft Drinks - Brazil

“The carbonated soft drinks category in Brazil has achieved significant growth in recent years. However, innovation and product repositioning will be key to addressing the challenges the market faces in the coming years.