

September 2016

Sports and Energy Drinks - Brazil

“The retail sales of sports and energy drinks are likely to keep growing, mainly because both segments are evolving to better meet the demands for healthy products (eg with natural ingredients) and delivering greater diversity of functional benefits, such as improvement of fatigue and concentration.”

Naira Sato, Food and ...

July 2016

Beer - Brazil

“Apart from the economic crisis, which affects their pockets, consumers are worried about health issues. Providing more information about responsible drinking as well as nutritional information could be a way to get around such issues. Creating healthier beers might help introduce consumers who do not want to drink alcohol. Operators ...

June 2016

Fruit Juice - Brazil

“Despite high sugar content, fruit juice has a positive image among Brazilians as 98% agree that they are better for their health than CSDs (carbonated soft drinks). There is space for innovation and brands should use health credentials to boost sales.

Companies producing different varieties of juices, be it cold-pressed ...

Carbonated Soft Drinks - Brazil

“There are two main factors affecting the consumption of carbonated soft drinks: the first one is the economic recession; the other is that Brazilian consumers are opting for products they consider to be more healthful. Retaining these consumers is essential, that’s why companies have invested in healthful carbonated soft drinks ...

April 2016

Spirits - Brazil

“Brazilian consumers are drinking fewer alcoholic beverages, including spirits. Brands need to get creative to convince consumers to get on board and start drinking (or drinking more). Apart from the economic crisis, which affects their pockets, consumers are worried about health issues. Providing more information about drinking responsibly as well ...

March 2016

Cooking Habits - Brazil

"With higher living costs, and lower incomes, Brazilians are expected to cook more often at home in order to save money. Health is still a priority for consumers, mainly those suffering from problems such as diabetes and hypertension. Companies could become allies of Brazilians, educating them to cook in a ...

February 2016

Bottled Water - Brazil

"The bottled water market continues to grow as an increasing number of consumers are transitioning to healthier lifestyles. Health and sustainability are important factors that the brands in the category can associate themselves with, in order to have an advantage over competitors in the long run.