

Fruit Juices - Brazil - December 2013

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“The sales of ready-to-drink juices are expected to continue to post robust growth. Further switching from fresh juices and powdered juice drinks to ready-to-drink fruit juices is expected to fuel volume sales going forward, in line with recent trends.”

– Jean Manuel Gonçalves da Silva – Senior Food Analyst

This report looks at the following areas:

- How can ready-to-drink juice drive quality associations to compete with freshly squeezed drinks more effectively?
- How can packaging NPD drive trial of nectars Brazilian consumers?
- What initiatives can help operators to tap more effectively into the popular use of juice as a meal accompaniment?
- How can operators in the market innovate to reach even more young consumers?

More than 90% of Brazilians drink freshly squeezed juices, one in three drink them daily. Ready-to-drink juices lag behind, with nectars drunk by only 65% of adults. The ready availability of fresh fruit in and the consumer preference for freshly prepared foods in general fuel the popularity of freshly squeezed juices.

Despite the strength of freshly squeezed juice, the packaged juice market enjoyed robust volume growth over 2008-13. Rising incomes, time pressures, and growing availability saw the market win over consumers from freshly squeezed and powdered juices. Further switching is expected to also fuel volume sales going forward.

As the market continues to face intense competition from freshly squeezed and powdered juice drinks, NPD is expected to play a key role in competing with these, such as to tap more effectively into the popular use of juice as a meal accompaniment and to drive uptake of juice on less popular occasions, such as an energy boost.

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