

Sports and Energy Drinks - Brazil - June 2014

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“The low penetration of energy and sports drinks in Brazil may be caused by the restricted communication of their benefits, and by only targeting specific demographics and consumption occasions. In order to continue expanding in Brazil, it is important that these categories start communicating additional functional benefits, as well as promoting new consumption occasions.”
– Naira Sato, Senior Analyst

This report looks at the following areas:

- Can companies improve the price perception of energy drinks among socioeconomic group AB?
- It is possible to increase consumption of energy drinks among 45-54-year-old women?
- Can a change of positioning generate higher consumption levels of sports drinks among young people aged 16-24?
- How can sports drinks become more relevant among Brazilian consumers?

The sports drinks market is formed by sports drinks in powder, soluble tablets, or liquid formats. Sports drinks' main claim is to restore energy levels and replenish minerals lost during exercise. Market size considers sales in all distribution channels, including direct sales to consumers and sales from vending machines. Market size is calculated according to retail price. It includes hypotonic, isotonic, and hypertonic drinks, as well as protein-based drinks. It excludes energy drinks that do not replenish mineral salts, and only provide mental and physical stimulation. It also excludes functional water drinks, such as water with added vitamins.

The energy drinks market is formed by regular and sugar-free energy drinks. Energy drinks are known to contain ingredients that provide mental and physical stimulation. Market size considers sales in all distribution channels, including direct sales to consumers and sales from vending machines. Market size is calculated according to retail price. It includes drinks containing guaraná, caffeine, taurine, and others, in regular or sugar-free versions. It also includes powder, soluble tablets, ready-to-drink, concentrated liquid, and gel formats. It excludes sports drinks designed to replenish lost minerals/energy during exercise. It also excludes functional water drinks, such as water with added vitamins.

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DID YOU KNOW?

This report is part of a series of reports, produced to provide you with a more holistic view of this market

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 How can the energy drinks category be more appealing to women aged 45+?
 How can companies increase consumption levels of sports drinks among young consumers aged 16-24?
 How can companies make sports drinks more relevant?

Trend Application

Trend: Factory Fear
 Trend: Let's Make a Deal
 Trend: Prove It

Who's Innovating?

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Ambev

GlobalBev

Grupo Petrópolis

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