

Carbonated Soft Drinks - Brazil - May 2017

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“The carbonated soft drinks industry has already realized that consumers are seeking healthier products and therefore has explored ways to make the category healthier: removing ingredients seen as bad, like sugar and artificial aromas, or even adding ingredients that brings healthy benefits and functionality, such as fibers and proteins, for example.”

– **Naira Sato, Food and Drink Analyst**

This report looks at the following areas:

- **AB consumers seek CSDs with less sugar**
- **More natural and energetic products may boost interest in CSDs**
- **Consumers are open to new products, but trying is essential**

The Brazilian consumers perceive certain healthiness barriers in the consumption of CSDs (carbonated soft drinks), and for this reason they have been choosing healthier options of non-alcoholic beverages. Although the search for healthiness is a path with no return, it is important to remember that one of the most relevant factors in the consumption of food and drink is taste, and that even though the category has lost volume, many people will not stop consuming CSDs. With a higher supply of non-alcoholic beverages in the market, it is normal for the consumer to expand the range of products consumed, either by experimentation or adoption, and that the volume consumed is sprayed between more categories, rather than concentrated in CSDs, for example.

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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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Market Drivers

- Unemployment impacts the Brazilians purchase power
- More than half of the population is overweight
- Hypertension boosts demand for products with less sodium
- Pressure for sugar reduction
- Advertising of beverages to children

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