

Juice - Brazil - July 2017

Report Price: £3085.18 | \$3995.00 | €3666.43

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“The preference for freshly squeezed juice in Brazil makes it necessary for packaged juice to offer a strong differential to appeal to consumers. Innovations such as usage of organic and natural ingredients can help boost the category, especially among older people, who have a high interest in these attributes and show the lowest level of fruit juice consumption.”

– **Andre Euphrasio, Research Analyst**

This report looks at the following areas:

- Increasing transparency about ingredients used
- Popularizing products made from 100% pure juice
- Developing juice products for older consumers

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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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Retail sales should reach R\$9.7 billion in 2022

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