

Juice: Incl Impact of COVID-19 - Brazil - July 2020

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This report looks at the following areas:

- The impact of COVID-19 on consumer behavior and the juice market.
- The impact of the economic recession and what companies can do to mitigate its effects.
- The most important purchase drivers.
- The innovations that appeal to consumers.

The juice market has benefited from the growing interest in healthy products. As suggested by Mintel's Global Trend Driver Wellbeing, consumers want products and services that improve their physical and mental wellbeing. The COVID-19 pandemic has intensified this movement as people have worried more about their health. Additionally, the economic crisis that hit the country even before the pandemic has worsened, leading consumers to migrate to cheaper brands and categories. This scenario should remain the same in the coming years, as forecasts show that the country's economic recovery will happen very slowly.



"Consumers will increasingly look for products that offer functional benefits, especially those related to immunity boost, in the short and medium term. It is also important to emphasize that Brazilians' average income has dropped significantly, which has led many to focus on cost cutting."

– Laura Menegon, Food and Drinks Analyst

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- Organic ingredients and private labels with premium positioning have space to grow in Brazil

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- **Addition of vitamin D can boost sales of juice concentrates among families and the elderly**

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- **Fruit juice with plant-based milk could be consumed as a snack**
- **Juice shots with functional benefits can appeal to women**

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