

Non-alcoholic Drinks Consumption Habits - Brazil - 2021

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This report looks at the following areas:

- What are the categories of non-alcoholic beverages most consumed by Brazilians in 2021?
- What attributes and characteristics in each non-alcoholic beverage segment would encourage greater consumption?
- What are the consumption habits of energy drinks, as well as the opinions and behavior of consumers about the segment?
- What innovations in the beverage category are already known by consumers and what is the interest in consuming each beverage?

The non-alcoholic drinks category has been impacted by the economic recession and health concerns, which have led consumers to reduce their consumption of sugary drinks. However, it is precisely the search for a healthy lifestyle that offers the greatest opportunities for the segment, thanks to the interest in beverages that bring benefits to physical and mental health. In the short and medium term, saving money will guide consumers' purchasing decisions, which requires brands to offer more economical options to remain competitive.



“Brazilians have migrated to cheaper types and brands of non-alcoholic beverages due to the serious economic crisis. Brands must offer more economical options for the consumer without leaving aside health and sustainability, central issues for the food and drink categories nowadays.”

– **Laura Menegon, Junior Research Analyst**

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