

Non-alcoholic Drinks Consumption Habits - Brazil - 2023

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This report looks at the following areas:

- Consumption of the main categories of non-alcoholic beverages
- Frequency of consumption by category
- Benefits that encourage consumption
- Attitudes towards non-alcoholic beverages in total, and to sports and energy drinks in particular
- Willingness to pay more for non-alcoholic beverages with specific benefits

Brazilians show concern with hydration, which encourages category sales. Other benefits that drive consumption of non-alcoholic beverages include improved mood and energy, and there are opportunities for all categories to explore the use of ingredients that provide these benefits.



“There is scope for the non-alcoholic beverage category to explore key benefits that matter to consumers, such as hydration, energy and mood enhancement, potentially increasing the attractiveness and frequency of consumption of all categories.”

– Laura Menegon, Food and Drink Analyst – Latam

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Table of Contents

OVERVIEW

- **What you need to know**
- **Key issues covered in this Report**
- **Definition**

EXECUTIVE SUMMARY

- **Market overview**
- **Analyst outlook**
Figure 1: Analyst outlook for the non-alcoholic drinks category, 2023
- **Challenges**
- **Soft drinks face barriers among families with children, but special occasions can create a path to consumption**
- **Almost a third of respondents are unaware of the benefits of sports drinks**
- **Opportunities**
- **Multiple segments can capitalize on interest in drinks that boost energy**
- **Mood benefits may reduce young consumers' guilt when drinking soft drinks**
- **Beverages formulated for specific life stages attract consumer interest**

MARKET DRIVERS

- **One third of Brazilians live on less than the minimum wage**
- **Although inflation slowed in April, the rise in essential categories may lead to lower spending on beverages**
- **Labeling regulations may heighten concerns about excess sugar**
- **WHO advises against use of sweeteners for weight control**

KEY PLAYERS

- **Heineken launches Clash'd, a premium soft drink made of malt and natural ingredients**
Figure 2: Clash'd soft drink, Heineken, 2023
- **Coca Cola Creations launches soft drink in partnership with Rosalia**
Figure 3: Coca Cola Movement in partnership with Rosalia, 2023
- **Pepsi announces new designs**
Figure 4: New designs for Pepsi, 2023
- **Engov expands into energy drinks**

What's included

Executive Summary

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Figure 5: Energy drink Engov Up, Brazil, 2023

- **Vulcano Energy Drink launches limited edition illustrated with characters from Dungeons & Dragons**

Figure 6: Vulcano Energy Drink with Dungeons & Dragons theme, 2023

- **3 Corações launches RTD cappuccino with whey protein**

Figure 7: RTD cappuccino with added whey protein, 3 Corações

- **Natural One launches oatmeal beverage line**

Figure 8: Natural One's vegetable beverage line, 2023

- **Case study**

- **Daily Dose juices prevent food waste**

Figure 9: Daily Dose juices made with upcycled ingredients

NON-ALCOHOLIC DRINK CONSUMPTION

- **Functional, natural ingredients can boost energy drinks**

Figure 10: Non-alcoholic drink consumption, 2023

Figure 11: Rocamina energy drink, Mexico

Figure 12: Savvy energy drinks with adaptogens and nootropic ingredients, Australia

Figure 13: Yerba mate-based energy drink. Baer Mate, Brazil

- **Iced coffees have growth potential, especially among younger consumers**

Figure 14: Hot and iced coffee consumption by age group, 2023

Figure 15: Starbucks Cloud Macchiato launch image, United States, 2019

Figure 16: Cold RTD coffee beverages, 2022-23

- **The juice category can take advantage of interest in energy**

Figure 17: Attitudes to non-alcoholic drinks, by non-alcoholic drink consumption, 2023

Figure 18: Juices for energy and nervous system functionality, 2022-23

NON-ALCOHOLIC DRINKS CONSUMPTION FREQUENCY

- **Packaging with measurement lines encourage hydration**

Figure 19: Consumption frequency of still bottled water, 2023

Figure 20: 10 best-selling water bottles in Brazil, 2023

Figure 21: Packaging that encourages hydration

- **Carbonated soft drinks part of weekly family routines**

Figure 22: Frequency of drinking carbonated soft drinks, 2023

Figure 23: Recipe suggestions with soft drinks as an ingredient, Zevia Beverages

What's included

Executive Summary

Full Report PDF

Infographic Overview

Powerpoint Presentation

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The above prices are correct at the time of publication, but are subject to change due to currency fluctuations.

Figure 24: Instagram post encouraging use of Convenção's soft drink with popcorn while watching movies

BENEFITS THAT ENCOURAGE CONSUMPTION

- Technology can take hydration to new heights**
 - Figure 25: Benefits that would motivate the purchase of non-alcoholic beverages, 2023
 - Figure 26: Nix Hydration Biosensor
 - Figure 27: Weo smart water bottle
- Mood boosts may reduce guilt surrounding soft drinks**
 - Figure 28: Benefits that would motivate consumption, by age group, 2023
 - Figure 29: Carbonated beverages that promote mood enhancement, Emotional Utility Beverage, 2023
 - Figure 30: Carbonated soft drinks that provide benefits for mental/emotional health, 2021-23
- Mood enhancing beverages can help consumers seeking to reduce alcohol consumption**
 - Figure 31: TURF analysis – Benefits that would motivate consumption, 2023
 - Figure 32: Kin Euphorics beverage line

SPORTS DRINKS CONSUMPTION HABITS

- Consumers need to be educated about the benefits of sports drinks**
 - Figure 33: Attitudes to sports drinks, 2023
 - Figure 34: Informational posts about the benefits of sports drinks, Gatorade Brazil
- Isotonic drinks that offer benefits other than hydration can grow**
 - Figure 35: Isotonic drinks with benefits other than hydration, 2021-22
- Women less likely to consume sports drinks**
 - Figure 36: Perceptions of sports drinks, by gender, Brazil, 2023
 - Figure 37: Sports drinks with natural ingredients and appealing flavors, 2023

INTEREST IN NON-ALCOHOLIC BEVERAGES

- Beverages formulated for specific life stages attract consumer interest**
 - Figure 38: Interest in beverages formulated for a specific life stage, 2023
 - Figure 39: Fases line, Leão

What's included

Executive Summary

Full Report PDF

Infographic Overview

Powerpoint Presentation

Interactive Databook

Previous editions

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- RTD coffees with added nutrients may enhance gaming performance**

Figure 40: Interest in RTD coffees with added nutrients, 2023

Figure 41: RTD coffee beverages with added nutrients, 2022-23

APPENDIX – ABBREVIATIONS

What's included

Executive Summary

Full Report PDF

Infographic Overview

Powerpoint Presentation

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