

Carbonated Soft Drinks – Brazil – 2023

Report Price: £3265 | \$4495 | €3940

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This report looks at the following areas:

- CSDs consumption and frequency
- Reasons for drinking fewer CSDs
- Consumption changes due to the economy
- Behavior toward CSDs
- Interest in CSDs
- Opinions on CSDs

The carbonated soft drinks category has been growing slowly in recent years as a result of economic conditions and health concerns. However, there are growth opportunities, especially for brands that educate their customers about the healthy consumption of carbonated soft drinks and innovate, offering products that combine a healthier formula with indulgence.



“Between sugar and sweeteners, Brazilian consumers seem confused and feel that they need to reduce their consumption of carbonated soft drinks. However, CSDs’ strong connection with moments of relaxation keeps consumption practically stable.”

– 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 carbonated soft drinks category, September 2023
- Challenges
- After new guidelines on the consumption of artificial sweeteners, CSD brands have to plan a response
- Brazilians are not loyal to new flavors, but unusual flavors are a source of interest
- Partnerships with retailer loyalty programs can stimulate family consumption and build consumer loyalty
- Opportunities
- Mood-enhancing benefits can engage consumers in the category
- CSDs with extra caffeine may attract men
- Mixing categories should guide innovations in CSDs

MARKET DRIVERS

- WHO publishes a new guideline advising against the consumption of sweeteners, especially aspartame
- Inflation continues to impact CSD prices, especially for in-house consumption
- Reform can introduce new tax on CSDs

KEY PLAYERS

- Creations, Coca Cola's innovation hub, launches three new flavors
Figure 2: Coca-Cola Movement, co-created with singer Rosalía
Figure 3: Coca-Cola Ultimate, launched in partnership with the game League of Legends
Figure 4: Coca-Cola Y3000, co-created with the help of AI
- Heineken's premium CSD Clash'D hits the market
Figure 5: Clash'D premium CSD range
- Guaraná Antártica reinforces its position as a comfort drink for Brazilians

What's included

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Figure 6: Foodtruck that distributed pizzas and guaraná in Antártica's action on Avenida Paulista

Figure 7: Campaign film

- **Fruki Bebidas inaugurates new factory and launches line of flavored carbonated water**

Figure 8: Água da Pedra's flavored sparkling water line

- **Case study**
 - **Coca-Cola's Creations platform engages consumers, reversing disconnection with the brand**
- Figure 9: Coca Cola Starlight, the first launch of the Creations platform in Brazil

CSDS CONSUMPTION AND FREQUENCY

- **As consumption of diet/zero CSDs falls, brands will have to choose their strategy on artificial sweeteners**

Figure 10: CSDs consumption and frequency – Selected items, 2023

Figure 11: Launches of CSDs containing artificial sweeteners, Brazil, 2020-22

Figure 12: Coca-Cola's global position on aspartame

Figure 13: CSDs that highlight the absence of aspartame

Figure 14: CSDs sweetened with natural ingredients

- **Consumption of carbonated juices is growing among AB consumers and local fruit flavors could increase interest in the segment**

Figure 15: CSDs consumption and frequency – Selected item, by socioeconomic group, 2023

Figure 16: Carbonated juices with typical local fruits from different countries

- **Carbonated teas can boost communication and healthier perception**

Figure 17: CSDs consumption and frequency – Selected item, 2023

Figure 18: Carbonated teas with healthy attributes

REASONS FOR DRINKING LESS CSDS

- **Brands should educate consumers about healthy sugar consumption and highlight healthy attributes of CSDs**

Figure 19: Reasons for drinking fewer CSDs, 2023

Figure 20: CSDs that combine sugar and other sweet ingredients

Figure 21: CSDs that use a combination of sugars and sweeteners, avoiding warning labels

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Executive Summary

Full Report PDF

Infographic Overview

Powerpoint Presentation

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- **CSDs with prebiotics/probiotics could gain ground by offering greater gastric comfort for women**

Figure 22: Reasons for drinking less CSDs – Selected item, by gender, 2023

Figure 23: Carbonated soft drinks with probiotics

- **Mood-boosting benefits may curb migration to other categories of non-alcoholic beverages**

Figure 24: Interest in CSDs – Selected item, by selected reason for drinking fewer CSDs, 2023

Figure 25: CSDs with ingredients that boost the mood and emotional wellbeing

CONSUMPTION CHANGES DUE TO ECONOMY

- **CSDs and indulgent dishes combos can drive consumption in foodservice**

Figure 26: Consumption changes due to economy, 2023

Figure 27: Guaraná Antártica campaign, 2023

Figure 28: Coca-Cola and Domino's Pizza combos

Figure 29: Promotion of the Fanta brand in partnership with the Croassonho chain

- **Loyalty programs can offer discounts for families**

Figure 30: Consumption changes due to economy – Selected item, by parental status, 2023

Figure 31: Mix of drinks offered at a discount to a specific user in the Pão de Açúcar Mais program

BEHAVIOR TOWARD CSDS

- **CSDs can double down on indulgence with flavors reminiscent of classic sweets**

Figure 32: Behavior toward CSDs, 2023

Figure 33: CSDs with famous candy flavors

- **Brands may invest in caffeinated versions to attract men**

Figure 34: Behavior toward CSDs – Selected items, by gender, 2023

Figure 35: CSDs with added caffeine

INTEREST IN CSDS

- **The addition of nutrients adds a benefit to the purchase of CSDs and may justify the purchase of a superfluous item**

Figure 36: Interest in CSDs – Selected item, 2023

Figure 37: Carbonated soft drinks with added vitamins

- **Special editions of CSDs will continue to be on the rise, giving consumers "permission" to try a temporary flavor**

Figure 38: Interest in CSDs – Selected item, 2023

What's included

Executive Summary

Full Report PDF

Infographic Overview

Powerpoint Presentation

Interactive Databook

Previous editions

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Figure 39: Limited-edition CSDs

OPINIONS ON CSDS

- **Blurring the boundaries between drinks in the CSD category could bring innovation to the Brazilian market**

Figure 40: Opinions on CSDs, 2023

Figure 41: CSDs that mix product concepts

Figure 42: CSDs reminiscent of alcoholic beverages

- **Nostalgic packaging can stimulate consumption among older adults**

Figure 43: Opinions on CSDs – Selected item, by age group, 2023

Figure 44: CSDs with nostalgic elements

APPENDIX – ABBREVIATIONS

APPENDIX – MARKET SIZE AND MARKET SHARE

- **Market size**

Figure 45: Sales by value in the CSDs category, Brazil, 2014-23

Figure 46: Sales by volume in the CSDs category, Brazil, 2014-23

- **Market share**

Figure 47: Market share by company, by value, Brazil, 2021-22

Figure 48: Market share by company, by volume, 2021-22

What's included

Executive Summary
Full Report PDF
Infographic Overview
Powerpoint Presentation
Interactive Databook
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