

# Carbonated Soft Drinks - Brazil - April 2012

## Introduction



*The carbonated soft drinks category in Brazil has achieved significant growth in recent years. However, innovation and product repositioning will be key to addressing the challenges the market faces in the coming years.*

*Increasing the consumption frequency becomes essential and innovation in packaging and flavors is required to boost the category. Due to the market becoming even more concentrated the survival of regional producers will only be through a regional and unique product approach. Moreover, a cooperative action between these players will be crucial if they want to expand distribution.”*

– Lucas Marangoni, Senior Drinks Analyst

## In this report we answer the key questions:

- **What key strategies should the operator explore going forward to drive consumption?**
- **How can the industry respond to the consumer becoming more health aware in a category directly related to rising obesity?**
- **What key strategies can manufacturers explore to target low-income consumers—usually concerned about prices—in an environment of rising raw material costs?**
- **What routes can regional manufacturers explore to ensure their survival in an increasingly concentrated market?**
- **What steps are required from the overall category value chain in response to the national policy on solid waste?**
- **What are the key challenges the industry faces in looking to capture emerging consumers in the North and Northeast?**

## Report Structure

The report is split into four sections and an *Appendix*. The *Appendix* has the full market size, segmentation, share data,

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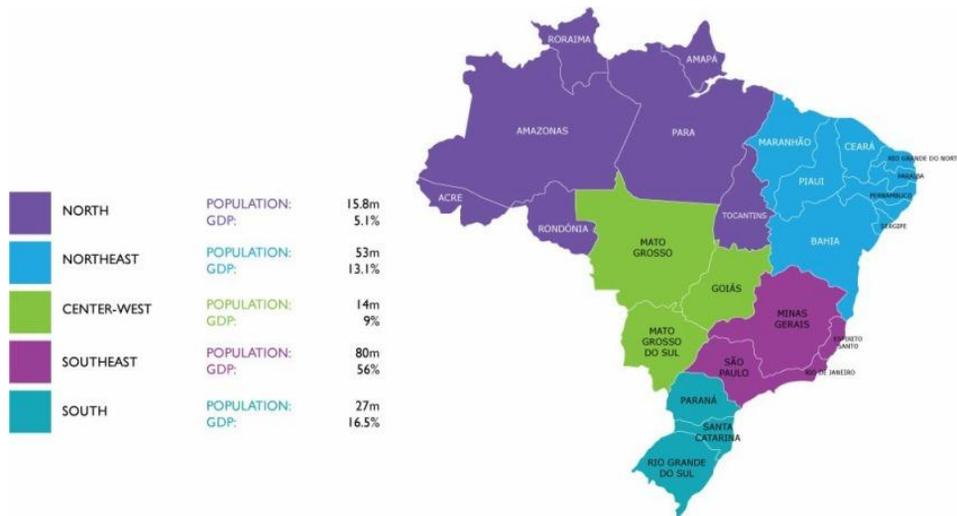
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This report is part of a series of reports, produced to provide you with a more holistic view of this market.

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all consumer data tables (including demographics), brand and company product data, all global new product data used in the report, and macroeconomic and country data. The four sections tackle the major issues that are challenging and impacting the market, and assess how the market will evolve over the next five years.



## Definition

This report covers carbonated soft drinks (CSDs), defined as carbonated drinks the basic ingredients of which are water, a sweetener/sugar, an acid, and flavoring. Both regular and diet/light CSDs are included, with common flavors including cola, guarana, orange, lemon, and others. Market size is based on retail sales only, measured at retail selling prices.

## Consumer Research Methodology

Included in the analysis is consumer research conducted by telephone, surveying a representative sample of 1,300 consumers from all regions, income groups, and ages. The five regions covered are detailed above on the map, and the definitions of social groups A-E are based on an estimate of individuals' and urban families' purchasing power and education levels. Please see *Appendix* for more details.

**Innovation:** There are a number of references to new product launches, and launch activity in general. All data and all images of products come from Mintel's Global New Products Database (GNPD).

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