

Juice - Brazil - June 2018

Report Price: £2958.60 | \$3995.00 | €3329.61

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"Brazil's juice market is on the rise, as it appeals to both consumers looking for more healthful drink alternatives or more affordable beverage options. The category, however, is very competitive. In addition, Brazilian consumers prefer freshly squeezed juice, which means brands need to innovate in terms of flavor, texture, benefits, packaging, and communication to attract and retain customers."
– Marina Ferreira, Food and Drinks Specialist

This report looks at the following areas:

- **Brazilian consumers prefer freshly squeezed juice**
- **Consumers find it difficult to differentiate juice categories**
- **High sugar content is a consumption barrier for some segments**

Brazil's juice market has been performing well. As consumers look for more healthful drink options, the category grows both in terms of value and volume. The market, however, is highly competitive, with several small companies fighting for space. Innovations such as the addition of proteins and vitamins and the development of new flavors and textures can help the subcategories stand out, given that consumers still find it difficult to understand the different types of juices available in the market.

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DID YOU KNOW?

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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