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Hot Drinks in Brazil

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Abstracts

Tea, which was once a rapidly growing category in Brazil, is encountering a slowdown in its retail volume growth, due to evolving consumer preferences and economic shifts. While tea is no longer viewed as an essential commodity by some, there is still immense growth potential, contingent on innovation and diversification. The Le?o brand stands out as a trailblazer, particularly with its innovative product line Fases da Mulher. This line, which is tailored to women's wellness during various life...

Euromonitor International's Hot Drinks in Brazil report offers a comprehensive guide to the size and shape of the market at a national level. It provides the latest retail sales data 2019-2023, allowing you to identify the sectors driving growth. It identifies the leading companies, the leading brands and offers strategic analysis of key factors influencing the market - be they legislative, distribution or pricing issues. Forecasts to 2028 illustrate how the market is set to change.

Product coverage: Coffee, Other Hot Drinks, Tea.

Data coverage: market sizes (historic and forecasts), company shares, brand shares and distribution data.

Why buy this report?

Get a detailed picture of the Hot Drinks market;

Pinpoint growth sectors and identify factors driving change;

Understand the competitive environment, the market's major players and leading brands;

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Use five-year forecasts to assess how the market is predicted to develop.

Euromonitor International has over 40 years' experience of publishing market research reports, business reference books and online information systems. With offices in London, Chicago, Singapore, Shanghai, Vilnius, Dubai, Cape Town, Santiago, Sydney, Tokyo and Bangalore and a network of over 800 analysts worldwide, Euromonitor International has a unique capability to develop reliable information resources to help drive informed strategic planning.

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