

Soft Drinks in Brazil

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Abstracts

In soft drinks in Brazil, multifaceted evolution is underway. The landscape is shaped by a drive towards sustainability and logistical efficiency, as companies seek differentiation amidst the strong competition. Sustainability initiatives span water resource management, new packaging, and organic ingredients, appealing to both stakeholders and shareholders. Amidst inflationary pressures, strategies also prioritise profitability, aligning with premiumisation trends.

Euromonitor International's Soft 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 (2018-2022), 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, packaging or pricing issues. Forecasts to 2027 illustrate how the market is set to change.

Product coverage: Asian Speciality Drinks, Bottled Water, Carbonates, Concentrates, Energy Drinks, Juice, RTD Coffee, RTD Tea, Sports Drinks.

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

Why buy this report?

Get a detailed picture of the Soft Drinks market;

Pinpoint growth sectors and identify factors driving change;

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

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.

Contents

Soft Drinks in Brazil
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LIST OF CONTENTS AND TABLES

SOFT DRINKS IN BRAZIL
EXECUTIVE SUMMARY
Soft drinks in 2023: The big picture

2023 KEY TRENDS

Competitive landscape
Retailing developments
Foodservice vs retail split
What next for soft drinks?

MARKET DATA

Table 1 Off-trade vs On-trade Sales of Soft Drinks (RTD) by Channel: Volume 2018-2023

Table 2 Off-trade vs On-trade Sales of Soft Drinks (RTD) by Channel: % Volume Growth 2018-2023

Table 3 Off-trade vs On-trade Sales of Soft Drinks by Channel: Value 2018-2023

Table 4 Off-trade vs On-trade Sales of Soft Drinks by Channel: % Value Growth 2018-2023

Table 5 Off-trade vs On-trade Sales of Soft Drinks (as sold) by Category: Volume 2022

Table 6 Off-trade vs On-trade Sales of Soft Drinks (as sold) by Category: % Volume 2022

Table 7 Off-trade vs On-trade Sales of Soft Drinks by Category: Value 2022

Table 8 Off-trade vs On-trade Sales of Soft Drinks by Category: % Value 2022

Table 9 Off-trade Sales of Soft Drinks (RTD) by Category: Volume 2018-2023

Table 10 Off-trade Sales of Soft Drinks (RTD) by Category: % Volume Growth 2018-2023

Table 11 Off-trade Sales of Soft Drinks by Category: Value 2018-2023

Table 12 Off-trade Sales of Soft Drinks by Category: % Value Growth 2018-2023

Table 13 Sales of Soft Drinks by Total Fountain On-trade: Volume 2018-2023

Table 14 Sales of Soft Drinks by Total Fountain On-trade: % Volume Growth 2018-2023

Table 15 NBO Company Shares of Total Soft Drinks (RTD): % Volume 2019-2023

Table 16 LBN Brand Shares of Total Soft Drinks (RTD): % Volume 2020-2023

Table 17 NBO Company Shares of On-trade Soft Drinks (RTD): % Volume 2019-2023

Table 18 LBN Brand Shares of On-trade Soft Drinks (RTD): % Volume 2020-2023

Table 19 NBO Company Shares of Off-trade Soft Drinks (RTD): % Volume 2019-2023

Table 20 LBN Brand Shares of Off-trade Soft Drinks (RTD): % Volume 2020-2023

Table 21 NBO Company Shares of Off-trade Soft Drinks: % Value 2019-2023

Table 22 LBN Brand Shares of Off-trade Soft Drinks: % Value 2020-2023

Table 23 Penetration of Private Label in Off-trade Soft Drinks (RTD) by Category: % Volume 2018-2023

Table 24 Penetration of Private Label in Off-trade Soft Drinks by Category: % Value 2018-2023

Table 25 Distribution of Off-trade Soft Drinks (as sold) by Format: % Volume 2018-2023

Table 26 Distribution of Off-trade Soft Drinks (as sold) by Format and Category: % Volume 2023

Table 27 Forecast Off-trade vs On-trade Sales of Soft Drinks (RTD) by Channel: Volume 2023-2028

Table 28 Forecast Off-trade vs On-trade Sales of Soft Drinks (RTD) by Channel: % Volume Growth 2023-2028

Table 29 Forecast Off-trade vs On-trade Sales of Soft Drinks by Channel: Value 2023-2028

Table 30 Forecast Off-trade vs On-trade Sales of Soft Drinks by Channel: % Value Growth 2023-2028

Table 31 Forecast Off-trade Sales of Soft Drinks (RTD) by Category: Volume 2023-2028

Table 32 Forecast Off-trade Sales of Soft Drinks (RTD) by Category: % Volume Growth 2023-2028

Table 33 Forecast Off-trade Sales of Soft Drinks by Category: Value 2023-2028

Table 34 Forecast Off-trade Sales of Soft Drinks by Category: % Value Growth 2023-2028

Table 35 Forecast Sales of Soft Drinks by Total Fountain On-trade: Volume 2023-2028

Table 36 Forecast Sales of Soft Drinks by Total Fountain On-trade: % Volume Growth 2023-2028

APPENDIX

Fountain sales in Brazil

Trends

DISCLAIMER

SOURCES

Summary 1 Research Sources

CARBONATES IN BRAZIL

KEY DATA FINDINGS

2023 DEVELOPMENTS

Sustainability and logistics attract attention

Heineken innovates with brewers wort to produce healthy carbonates

Growth despite health and wellness concerns

PROSPECTS AND OPPORTUNITIES

Reduced sugar will maintain growth as ingredients and formulations improve

Adult soft drinks: The next frontier?

New claims and occasions

CATEGORY DATA

Table 37 Off-trade vs On-trade Sales of Carbonates: Volume 2018-2023

Table 38 Off-trade vs On-trade Sales of Carbonates: Value 2018-2023

Table 39 Off-trade vs On-trade Sales of Carbonates: % Volume Growth 2018-2023

Table 40 Off-trade vs On-trade Sales of Carbonates: % Value Growth 2018-2023

Table 41 Off-trade Sales of Carbonates by Category: Volume 2018-2023

Table 42 Off-trade Sales of Carbonates by Category: Value 2018-2023

Table 43 Off-trade Sales of Carbonates by Category: % Volume Growth 2018-2023

Table 44 Off-trade Sales of Carbonates by Category: % Value Growth 2018-2023

Table 45 Total Sales of Carbonates by Fountain On-trade: Volume 2018-2023

Table 46 Total Sales of Carbonates by Fountain On-trade: % Volume Growth 2018-2023

Table 47 NBO Company Shares of Off-trade Carbonates: % Volume 2019-2023

Table 48 LBN Brand Shares of Off-trade Carbonates: % Volume 2020-2023

Table 49 NBO Company Shares of Off-trade Carbonates: % Value 2019-2023

Table 50 LBN Brand Shares of Off-trade Carbonates: % Value 2020-2023

Table 51 Forecast Off-trade Sales of Carbonates by Category: Volume 2023-2028

Table 52 Forecast Off-trade Sales of Carbonates by Category: Value 2023-2028

Table 53 Forecast Off-trade Sales of Carbonates by Category: % Volume Growth 2023-2028

Table 54 Forecast Off-trade Sales of Carbonates by Category: % Value Growth 2023-2028

Table 55 Forecast Total Sales of Carbonates by Fountain On-trade: Volume 2023-2028

Table 56 Forecast Total Sales of Carbonates by Fountain On-trade: % Volume Growth 2023-2028

JUICE IN BRAZIL

KEY DATA FINDINGS

2023 DEVELOPMENTS

Climate change and greening start to impair productivity and quality
Growth across categories pushed by consumption occasions and health and wellness
Juice drinks offer a good taste and high margins

PROSPECTS AND OPPORTUNITIES

Blended 100% juice to compensate for the loss of production and quality of oranges
The need to differentiate and find new consumption occasions
Coconut water: Beyond a stand-alone product towards an ingredient

CATEGORY DATA

Table 57 Off-trade Sales of Juice by Category: Volume 2018-2023
Table 58 Off-trade Sales of Juice by Category: Value 2018-2023
Table 59 Off-trade Sales of Juice by Category: % Volume Growth 2018-2023
Table 60 Off-trade Sales of Juice by Category: % Value Growth 2018-2023
Table 61 NBO Company Shares of Off-trade Juice: % Volume 2019-2023
Table 62 LBN Brand Shares of Off-trade Juice: % Volume 2020-2023
Table 63 NBO Company Shares of Off-trade Juice: % Value 2019-2023
Table 64 LBN Brand Shares of Off-trade Juice: % Value 2020-2023
Table 65 Forecast Off-trade Sales of Juice by Category: Volume 2023-2028
Table 66 Forecast Off-trade Sales of Juice by Category: Value 2023-2028
Table 67 Forecast Off-trade Sales of Juice by Category: % Volume Growth 2023-2028
Table 68 Forecast Off-trade Sales of Juice by Category: % Value Growth 2023-2028

BOTTLED WATER IN BRAZIL

KEY DATA FINDINGS

2023 DEVELOPMENTS

Growing sustainability in bottled water
Consumers continue to value convenience
Solid growth and positive prospects

PROSPECTS AND OPPORTUNITIES

Sustainable packaging is the future of bottled water
Danone's exit creates investment prospects in bottled water in Brazil
Bottled water thrives in Brazil's summer season

CATEGORY DATA

Table 69 Off-trade Sales of Bottled Water by Category: Volume 2018-2023
Table 70 Off-trade Sales of Bottled Water by Category: Value 2018-2023
Table 71 Off-trade Sales of Bottled Water by Category: % Volume Growth 2018-2023
Table 72 Off-trade Sales of Bottled Water by Category: % Value Growth 2018-2023

Table 73 NBO Company Shares of Off-trade Bottled Water: % Volume 2019-2023

Table 74 LBN Brand Shares of Off-trade Bottled Water: % Volume 2020-2023

Table 75 NBO Company Shares of Off-trade Bottled Water: % Value 2019-2023

Table 76 LBN Brand Shares of Off-trade Bottled Water: % Value 2020-2023

Table 77 Forecast Off-trade Sales of Bottled Water by Category: Volume 2023-2028

Table 78 Forecast Off-trade Sales of Bottled Water by Category: Value 2023-2028

Table 79 Forecast Off-trade Sales of Bottled Water by Category: % Volume Growth 2023-2028

Table 80 Forecast Off-trade Sales of Bottled Water by Category: % Value Growth 2023-2028

SPORTS DRINKS IN BRAZIL

KEY DATA FINDINGS

2023 DEVELOPMENTS

Growth as consumers return to sports activities

New formulations and ingredients: Ingredient-led drinks

Moving beyond modern retail to pharmacies and gyms

PROSPECTS AND OPPORTUNITIES

Competition will be seen beyond soft drinks

More product developments likely to include claims and different positionings

Taking advantage of relevant trends to boost sales

CATEGORY DATA

Table 81 Off-trade Sales of Sports Drinks: Volume 2018-2023

Table 82 Off-trade Sales of Sports Drinks: Value 2018-2023

Table 83 Off-trade Sales of Sports Drinks: % Volume Growth 2018-2023

Table 84 Off-trade Sales of Sports Drinks: % Value Growth 2018-2023

Table 85 NBO Company Shares of Off-trade Sports Drinks: % Volume 2019-2023

Table 86 LBN Brand Shares of Off-trade Sports Drinks: % Volume 2020-2023

Table 87 NBO Company Shares of Off-trade Sports Drinks: % Value 2019-2023

Table 88 LBN Brand Shares of Off-trade Sports Drinks: % Value 2020-2023

Table 89 Forecast Off-trade Sales of Sports Drinks: Volume 2023-2028

Table 90 Forecast Off-trade Sales of Sports Drinks: Value 2023-2028

Table 91 Forecast Off-trade Sales of Sports Drinks: % Volume Growth 2023-2028

Table 92 Forecast Off-trade Sales of Sports Drinks: % Value Growth 2023-2028

ENERGY DRINKS IN BRAZIL

KEY DATA FINDINGS

2023 DEVELOPMENTS

Beyond Red Bull and Monster Energy – local and regional players are gaining share

Exploring new usage occasions

Continued growth opportunities

PROSPECTS AND OPPORTUNITIES

Move towards the inclusion of natural ingredients

Specific demographic likely to use energy drinks as a substitute for alcoholic drinks

Can packaging continues to dominate, but PET bottles expanding

CATEGORY DATA

Table 93 Off-trade Sales of Energy Drinks: Volume 2018-2023

Table 94 Off-trade Sales of Energy Drinks: Value 2018-2023

Table 95 Off-trade Sales of Energy Drinks: % Volume Growth 2018-2023

Table 96 Off-trade Sales of Energy Drinks: % Value Growth 2018-2023

Table 97 NBO Company Shares of Off-trade Energy Drinks: % Volume 2019-2023

Table 98 LBN Brand Shares of Off-trade Energy Drinks: % Volume 2020-2023

Table 99 NBO Company Shares of Off-trade Energy Drinks: % Value 2019-2023

Table 100 LBN Brand Shares of Off-trade Energy Drinks: % Value 2020-2023

Table 101 Forecast Off-trade Sales of Energy Drinks: Volume 2023-2028

Table 102 Forecast Off-trade Sales of Energy Drinks: Value 2023-2028

Table 103 Forecast Off-trade Sales of Energy Drinks: % Volume Growth 2023-2028

Table 104 Forecast Off-trade Sales of Energy Drinks: % Value Growth 2023-2028

CONCENTRATES IN BRAZIL

KEY DATA FINDINGS

2023 DEVELOPMENTS

Minimal growth as consumers consider other soft drinks options

Tang Concentrate – a nutrient boost in a glass

Monin's major investment in Brazil

PROSPECTS AND OPPORTUNITIES

Revolutionising nutritional concentrates in Brazil

Sustainability and local development as pillars of growth

Liquid concentrates set to see growth with Monin's investment

CATEGORY DATA

Concentrates conversions

Summary 2 Concentrates Conversion Factors for Ready-to-Drink (RTD) Format

Table 130 Off-trade Sales of Concentrates (RTD) by Category: Volume 2018-2023

Table 131 Off-trade Sales of Concentrates (RTD) by Category: % Volume Growth 2018-2023

Table 132 Off-trade Sales of Concentrates by Category: Value 2018-2023

Table 133 Off-trade Sales of Concentrates by Category: % Value Growth 2018-2023

Table 134 LBN Brand Shares of Off-trade Concentrates (RTD): % Volume 2020-2023

Table 135 NBO Company Shares of Off-trade Concentrates: % Value 2019-2023

Table 136 LBN Brand Shares of Off-trade Concentrates: % Value 2020-2023

Table 137 NBO Company Shares of Off-trade Liquid Concentrates (RTD): % Volume 2019-2023

Table 138 LBN Brand Shares of Off-trade Liquid Concentrates (RTD): % Volume 2020-2023

Table 139 NBO Company Shares of Off-trade Powder Concentrates (RTD): % Volume 2019-2023

Table 140 LBN Brand Shares of Off-trade Powder Concentrates (RTD): % Volume 2020-2023

Table 141 Forecast Off-trade Sales of Concentrates (RTD) by Category: Volume 2023-2028

Table 142 Forecast Off-trade Sales of Concentrates (RTD) by Category: % Volume Growth 2023-2028

Table 143 Forecast Off-trade Sales of Concentrates by Category: Value 2023-2028

Table 144 Forecast Off-trade Sales of Concentrates by Category: % Value Growth 2023-2028

RTD TEA IN BRAZIL

KEY DATA FINDINGS

2023 DEVELOPMENTS

Players in RTD tea adopt a sweetening strategy

Creative marketing strategies boost consumption of RTD tea in Brazil

RTD tea in Brazil embraces sustainability and innovation

PROSPECTS AND OPPORTUNITIES

Cultural marketing campaigns boost sales of RTD tea in the summer in Brazil

Social media presence for RTD tea to attract youngsters

The rise of 100% natural ingredients in RTD tea

CATEGORY DATA

Table 105 Off-trade Sales of RTD Tea by Category: Volume 2018-2023

Table 106 Off-trade Sales of RTD Tea by Category: Value 2018-2023

Table 107 Off-trade Sales of RTD Tea by Category: % Volume Growth 2018-2023

Table 108 Off-trade Sales of RTD Tea by Category: % Value Growth 2018-2023

Table 109 Leading Flavours for Off-trade RTD Tea: % Volume 2018-2023

Table 110 NBO Company Shares of Off-trade RTD Tea: % Volume 2019-2023

Table 111 LBN Brand Shares of Off-trade RTD Tea: % Volume 2020-2023
Table 112 NBO Company Shares of Off-trade RTD Tea: % Value 2019-2023
Table 113 LBN Brand Shares of Off-trade RTD Tea: % Value 2020-2023
Table 114 Forecast Off-trade Sales of RTD Tea by Category: Volume 2023-2028
Table 115 Forecast Off-trade Sales of RTD Tea by Category: Value 2023-2028
Table 116 Forecast Off-trade Sales of RTD Tea by Category: % Volume Growth 2023-2028
Table 117 Forecast Off-trade Sales of RTD Tea by Category: % Value Growth 2023-2028

RTD COFFEE IN BRAZIL
KEY DATA FINDINGS

2023 DEVELOPMENTS

Competition for shelf space, but a silver lining
Iced coffee to cool down a boiling world
Competition from energy drinks

PROSPECTS AND OPPORTUNITIES

Health and wellness trend paves the way for growth for RTD coffee
Seasonality remains one of the biggest opportunities for RTD coffee
Attention to pricing versus value proposition

CATEGORY DATA

Table 118 Off-trade Sales of RTD Coffee: Volume 2018-2023
Table 119 Off-trade Sales of RTD Coffee: Value 2018-2023
Table 120 Off-trade Sales of RTD Coffee: % Volume Growth 2018-2023
Table 121 Off-trade Sales of RTD Coffee: % Value Growth 2018-2023
Table 122 NBO Company Shares of Off-trade RTD Coffee: % Volume 2019-2023
Table 123 LBN Brand Shares of Off-trade RTD Coffee: % Volume 2020-2023
Table 124 NBO Company Shares of Off-trade RTD Coffee: % Value 2019-2023
Table 125 LBN Brand Shares of Off-trade RTD Coffee: % Value 2020-2023
Table 126 Forecast Off-trade Sales of RTD Coffee: Volume 2023-2028
Table 127 Forecast Off-trade Sales of RTD Coffee: Value 2023-2028
Table 128 Forecast Off-trade Sales of RTD Coffee: % Volume Growth 2023-2028
Table 129 Forecast Off-trade Sales of RTD Coffee: % Value Growth 2023-2028

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