

# Carbonated Soft Drinks in Brazil - Market Summary, Competitive Analysis and Forecast to 2024

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## Abstracts

Carbonated Soft Drinks in Brazil - Market @Summary, Competitive Analysis and Forecast to 2024

### SUMMARY

Carbonated Soft Drinks in Brazil industry profile provides top-line qualitative and quantitative summary information including: market size (value and volume 2015-19, and forecast to 2024). The profile also contains descriptions of the leading players including key financial metrics and analysis of competitive pressures within the market.

### KEY HIGHLIGHTS

The carbonated soft drinks market consists of retail sale of carbonated drinks. However, the total market volume for carbonated soft drinks market excludes powder concentrates, which are included in the market value. The market is valued according to retail selling price (RSP) and includes any applicable taxes. All currency conversions used in the creation of this report have been calculated using constant annual average 2019 exchange rates.

The Brazilian carbonated soft drinks market had total revenues of \$18.7bn in 2019, representing a compound annual rate of change (CARC) of -0.7% between 2015 and 2019.

Market consumption volume declined with a CARC of -3.9% between 2015-2019, to reach a total of 12.7 billion liters in 2019.

Unstable economy and changing consumer preferences during the review period mainly affected the growth of carbonated soft drinks market.

## SCOPE

Save time carrying out entry-level research by identifying the size, growth, and leading players in the carbonated soft drinks market in Brazil

Use the Five Forces analysis to determine the competitive intensity and therefore attractiveness of the carbonated soft drinks market in Brazil

Leading company profiles reveal details of key carbonated soft drinks market players' global operations and financial performance

Add weight to presentations and pitches by understanding the future growth prospects of the Brazil carbonated soft drinks market with five year forecasts by both value and volume

## REASONS TO BUY

What was the size of the Brazil carbonated soft drinks market by value in 2019?

What will be the size of the Brazil carbonated soft drinks market in 2024?

What factors are affecting the strength of competition in the Brazil carbonated soft drinks market?

How has the market performed over the last five years?

How large is Brazil's carbonated soft drinks market in relation to its regional counterparts?

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