

Energy Drinks in Brazil

Market Direction | 2022-12-19 | 34 pages | Euromonitor

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Report description:

Traditionally, energy drinks were considered to have a young adult positioning in Brazil, appealing mainly to consumers aged 18+ years, and used as a base for cocktails at parties or events. Nevertheless, this perception has changed towards the end of the review period, as energy drinks are now consumed on a wider variety of occasions. This new phenomenon was initially driven by teenage gamers consuming energy drinks during long periods of play, but the category has continued to expand. While it...

Euromonitor International's Energy 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 (2017-2021), 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 2026 illustrate how the market is set to change.

Product coverage: Reduced Sugar Energy Drinks, Regular Energy 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 Energy 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.

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Table of Contents:

Energy Drinks in Brazil
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List Of Contents And Tables

ENERGY DRINKS IN BRAZIL

KEY DATA FINDINGS

2022 DEVELOPMENTS

Energising a new generation

Further consumption occasions strengthen category's performance

Economic disruption poses questions for energy drinks

PROSPECTS AND OPPORTUNITIES

Natural positioning could address health concerns associated with energy drinks

Health and wellness energy drinks offer more than a reduced sugar positioning

Producers will continue to target gamers and generation Z

CATEGORY DATA

Table 1 Off-trade Sales of Energy Drinks: Volume 2017-2022

Table 2 Off-trade Sales of Energy Drinks: Value 2017-2022

Table 3 Off-trade Sales of Energy Drinks: % Volume Growth 2017-2022

Table 4 Off-trade Sales of Energy Drinks: % Value Growth 2017-2022

Table 5 NBO Company Shares of Off-trade Energy Drinks: % Volume 2018-2022

Table 6 LBN Brand Shares of Off-trade Energy Drinks: % Volume 2019-2022

Table 7 NBO Company Shares of Off-trade Energy Drinks: % Value 2018-2022

Table 8 LBN Brand Shares of Off-trade Energy Drinks: % Value 2019-2022

Table 9 Forecast Off-trade Sales of Energy Drinks: Volume 2022-2027

Table 10 □Forecast Off-trade Sales of Energy Drinks: Value 2022-2027

Table 11 □Forecast Off-trade Sales of Energy Drinks: % Volume Growth 2022-2027

Table 12 □Forecast Off-trade Sales of Energy Drinks: % Value Growth 2022-2027

SOFT DRINKS IN BRAZIL

EXECUTIVE SUMMARY

Soft drinks in 2022: The big picture

2022 key trends

Competitive landscape

Retailing developments

Foodservice vs retail split

What next for soft drinks?

MARKET DATA

Table 13 Off-trade vs On-trade Sales of Soft Drinks (RTD) by Channel: Volume 2017-2022

Table 14 Off-trade vs On-trade Sales of Soft Drinks (RTD) by Channel: % Volume Growth 2017-2022

Table 15 Off-trade vs On-trade Sales of Soft Drinks by Channel: Value 2017-2022

Table 16 Off-trade vs On-trade Sales of Soft Drinks by Channel: % Value Growth 2017-2022

Table 17 Off-trade vs On-trade Sales of Soft Drinks (as sold) by Category: Volume 2021

Table 18 Off-trade vs On-trade Sales of Soft Drinks (as sold) by Category: % Volume 2021

Table 19 Off-trade vs On-trade Sales of Soft Drinks by Category: Value 2021

Table 20 Off-trade vs On-trade Sales of Soft Drinks by Category: % Value 2021

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Table 21 Off-trade Sales of Soft Drinks (RTD) by Category: Volume 2017-2022

Table 22 ☐Off-trade Sales of Soft Drinks (RTD) by Category: % Volume Growth 2017-2022

Table 23 ☐Off-trade Sales of Soft Drinks by Category: Value 2017-2022

Table 24 ☐Off-trade Sales of Soft Drinks by Category: % Value Growth 2017-2022

Table 25 ☐Sales of Soft Drinks by Total Fountain On-trade: Volume 2017-2022

Table 26 ☐Sales of Soft Drinks by Total Fountain On-trade: % Volume Growth 2017-2022

Table 27 ☐NBO Company Shares of Total Soft Drinks (RTD): % Volume 2018-2022

Table 28 ☐LBN Brand Shares of Total Soft Drinks (RTD): % Volume 2019-2022

Table 29 ☐NBO Company Shares of On-trade Soft Drinks (RTD): % Volume 2018-2022

Table 30 ☐LBN Brand Shares of On-trade Soft Drinks (RTD): % Volume 2019-2022

Table 31 ☐NBO Company Shares of Off-trade Soft Drinks (RTD): % Volume 2018-2022

Table 32 ☐LBN Brand Shares of Off-trade Soft Drinks (RTD): % Volume 2019-2022

Table 33 ☐NBO Company Shares of Off-trade Soft Drinks: % Value 2018-2022

Table 34 ☐LBN Brand Shares of Off-trade Soft Drinks: % Value 2019-2022

Table 35 ☐Penetration of Private Label in Off-trade Soft Drinks (RTD) by Category: % Volume 2017-2022

Table 36 ☐Penetration of Private Label in Off-trade Soft Drinks by Category: % Value 2017-2022

Table 37 ☐Distribution of Off-trade Soft Drinks (as sold) by Format: % Volume 2017-2022

Table 38 ☐Distribution of Off-trade Soft Drinks (as sold) by Format and Category: % Volume 2022

Table 39 ☐Forecast Off-trade vs On-trade Sales of Soft Drinks (RTD) by Channel: Volume 2022-2027

Table 40 ☐Forecast Off-trade vs On-trade Sales of Soft Drinks (RTD) by Channel: % Volume Growth 2022-2027

Table 41 ☐Forecast Off-trade vs On-trade Sales of Soft Drinks by Channel: Value 2022-2027

Table 42 ☐Forecast Off-trade vs On-trade Sales of Soft Drinks by Channel: % Value Growth 2022-2027

Table 43 ☐Forecast Off-trade Sales of Soft Drinks (RTD) by Category: Volume 2022-2027

Table 44 ☐Forecast Off-trade Sales of Soft Drinks (RTD) by Category: % Volume Growth 2022-2027

Table 45 ☐Forecast Off-trade Sales of Soft Drinks by Category: Value 2022-2027

Table 46 ☐Forecast Off-trade Sales of Soft Drinks by Category: % Value Growth 2022-2027

Table 47 ☐Forecast Sales of Soft Drinks by Total Fountain On-trade: Volume 2022-2027

Table 48 ☐Forecast Sales of Soft Drinks by Total Fountain On-trade: % Volume Growth 2022-2027

APPENDIX

Fountain sales in Brazil

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SOURCES

Summary 1 Research Sources

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