

HW Soft Drinks in Brazil

Market Direction | 2023-10-27 | 11 pages | Euromonitor

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Report description:

In October 2022, Brazil's new label legislation was put into practice, updating the previous regulations with important advancements, the first being a front-facing nutritional label. This is starting to highlight the importance of ingredients and content, especially of carbohydrates derived from processed sugar, that will now be more visible to consumers when they make their purchasing decisions. Although this legislation initially impacts packaged food, it is expected to be extended to soft dr...

Euromonitor International's HW Soft Drinks in Brazil report tracks the developments of health-associated product types and the healthy-option positioning of competing brands across different food sectors. It provides the latest retail sales data 2018-2022, allowing you to compare health and wellness categories with each other or in the context of the total market for a sector. It identifies the leading companies, the leading brands and offers strategic analysis of key factors influencing the market- be they new product developments, legislative context or lifestyle influences. Forecasts to 2027 illustrate how the market is set to change.

Product coverage: HW Asian Speciality Drinks, HW Bottled Water, HW Carbonates, HW Concentrates, HW Energy Drinks, HW Juice, HW RTD Coffee, HW RTD Tea, HW Soft Drinks by Type, HW 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 HW 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.

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reliable information resources to help drive informed strategic planning.

Table of Contents:

HW Soft Drinks in Brazil
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List Of Contents And Tables

HW SOFT DRINKS IN BRAZIL

KEY DATA FINDINGS

2022 DEVELOPMENTS

Gradual move away from sugar and towards vitamin fortification

Natural is leading claim as consumers look to avoid artificial ingredients in their soft drinks

Organic sales increase despite confusion over differentiation with natural positioning

PROSPECTS AND OPPORTUNITIES

Search for a holistic approach to health

Natural offers further growth and development potential over the forecast period

No salt claim to prove more popular going forward

CATEGORY DATA

Table 1 Sales of Soft Drinks by Health and Wellness Type: Value 2019-2022

Table 2 Sales of Soft Drinks by Health and Wellness Type: % Value Growth 2019-2022

Table 3 Company Shares of No Sugar Soft Drinks (Biggest HW Type in Global Soft Drinks): % Value 2019-2022

Table 4 Company Shares of Energy Boosting Soft Drinks (2nd Biggest HW Type in Global Soft Drinks): % Value 2019-2022

Table 5 Company Shares of Natural Soft Drinks (3rd Biggest HW Type in Global Soft Drinks): % Value 2019-2022

Table 6 Company Shares of Good Source of Vitamins Soft Drinks (4th Biggest HW Type in Global Soft Drinks): % Value 2019-2022

Table 7 Forecast Sales of Soft Drinks by Health and Wellness Type: Value 2022-2027

Table 8 Forecast Sales of Soft Drinks by Health and Wellness Type: % Value Growth 2022-2027

HEALTH AND WELLNESS IN BRAZIL

EXECUTIVE SUMMARY

Overview

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