

Energy Drinks in Brazil

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Report description:

Energy drinks is set to maintain dynamic off-trade volume growth in 2023. Red Bull and Monster Energy both have ample distribution across Brazil, which is expected to maintain their positions as the two biggest brands in energy drinks in off-trade volume terms in 2023 - they fought for the podium in the review period. However, national and regional players are moving slowly into the spotlight, bringing a different proposition, of a wide range of flavours, and a much more competitive price per li...

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 (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: 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.

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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Table of Contents:

Energy Drinks in Brazil
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List Of Contents And Tables

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 1 Off-trade Sales of Energy Drinks: Volume 2018-2023

Table 2 Off-trade Sales of Energy Drinks: Value 2018-2023

Table 3 Off-trade Sales of Energy Drinks: % Volume Growth 2018-2023

Table 4 Off-trade Sales of Energy Drinks: % Value Growth 2018-2023

Table 5 NBO Company Shares of Off-trade Energy Drinks: % Volume 2019-2023

Table 6 LBN Brand Shares of Off-trade Energy Drinks: % Volume 2020-2023

Table 7 NBO Company Shares of Off-trade Energy Drinks: % Value 2019-2023

Table 8 LBN Brand Shares of Off-trade Energy Drinks: % Value 2020-2023

Table 9 Forecast Off-trade Sales of Energy Drinks: Volume 2023-2028

Table 10 □Forecast Off-trade Sales of Energy Drinks: Value 2023-2028

Table 11 □Forecast Off-trade Sales of Energy Drinks: % Volume Growth 2023-2028

Table 12 □Forecast Off-trade Sales of Energy Drinks: % Value Growth 2023-2028

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

Table 14 Off-trade vs On-trade Sales of Soft Drinks (RTD) by Channel: % Volume Growth 2018-2023

Table 15 Off-trade vs On-trade Sales of Soft Drinks by Channel: Value 2018-2023

Table 16 Off-trade vs On-trade Sales of Soft Drinks by Channel: % Value Growth 2018-2023

Table 17 Off-trade vs On-trade Sales of Soft Drinks (as sold) by Category: Volume 2023

Table 18 Off-trade vs On-trade Sales of Soft Drinks (as sold) by Category: % Volume 2023

Table 19 Off-trade vs On-trade Sales of Soft Drinks by Category: Value 2023

Table 20 Off-trade vs On-trade Sales of Soft Drinks by Category: % Value 2023

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Table 21	Off-trade Sales of Soft Drinks (RTD) by Category: Volume 2018-2023
Table 22	Off-trade Sales of Soft Drinks (RTD) by Category: % Volume Growth 2018-2023
Table 23	Off-trade Sales of Soft Drinks by Category: Value 2018-2023
Table 24	Off-trade Sales of Soft Drinks by Category: % Value Growth 2018-2023
Table 25	Sales of Soft Drinks by Total Fountain On-trade: Volume 2018-2023
Table 26	Sales of Soft Drinks by Total Fountain On-trade: % Volume Growth 2018-2023
Table 27	NBO Company Shares of Total Soft Drinks (RTD): % Volume 2019-2023
Table 28	LBN Brand Shares of Total Soft Drinks (RTD): % Volume 2020-2023
Table 29	NBO Company Shares of On-trade Soft Drinks (RTD): % Volume 2019-2023
Table 30	LBN Brand Shares of On-trade Soft Drinks (RTD): % Volume 2020-2023
Table 31	NBO Company Shares of Off-trade Soft Drinks (RTD): % Volume 2019-2023
Table 32	LBN Brand Shares of Off-trade Soft Drinks (RTD): % Volume 2020-2023
Table 33	NBO Company Shares of Off-trade Soft Drinks: % Value 2019-2023
Table 34	LBN Brand Shares of Off-trade Soft Drinks: % Value 2020-2023
Table 35	Penetration of Private Label in Off-trade Soft Drinks (RTD) by Category: % Volume 2018-2023
Table 36	Penetration of Private Label in Off-trade Soft Drinks by Category: % Value 2018-2023
Table 37	Distribution of Off-trade Soft Drinks (as sold) by Format: % Volume 2018-2023
Table 38	Distribution of Off-trade Soft Drinks (as sold) by Format and Category: % Volume 2023
Table 39	Forecast Off-trade vs On-trade Sales of Soft Drinks (RTD) by Channel: Volume 2023-2028
Table 40	Forecast Off-trade vs On-trade Sales of Soft Drinks (RTD) by Channel: % Volume Growth 2023-2028
Table 41	Forecast Off-trade vs On-trade Sales of Soft Drinks by Channel: Value 2023-2028
Table 42	Forecast Off-trade vs On-trade Sales of Soft Drinks by Channel: % Value Growth 2023-2028
Table 43	Forecast Off-trade Sales of Soft Drinks (RTD) by Category: Volume 2023-2028
Table 44	Forecast Off-trade Sales of Soft Drinks (RTD) by Category: % Volume Growth 2023-2028
Table 45	Forecast Off-trade Sales of Soft Drinks by Category: Value 2023-2028
Table 46	Forecast Off-trade Sales of Soft Drinks by Category: % Value Growth 2023-2028
Table 47	Forecast Sales of Soft Drinks by Total Fountain On-trade: Volume 2023-2028
Table 48	Forecast Sales of Soft Drinks by Total Fountain On-trade: % Volume Growth 2023-2028

APPENDIX

Fountain sales in Brazil

Trends

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SOURCES

Summary 1 Research Sources

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