

Juice in Brazil

Market Direction | 2023-11-29 | 36 pages | Euromonitor

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Report description:

El Nino hit Brazil and with its hotter temperatures and rain, and greening was able to spread at a faster rate than in previous years, impairing the quality and quantity of oranges produced in Brazil. Although this seems like an isolated event, Brazil is the biggest producer of orange juice worldwide, and the northern hemisphere has faced consecutive years of drought, impairing its ability to compensate for the loss of production in Brazil. This creates several problems, the first and most obvious...

Euromonitor International's Juice 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: 100% Juice, Coconut and Other Plant Waters, Juice Drinks (up to 24% Juice), Nectars (25-99% Juice).

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

Why buy this report?

- * Get a detailed picture of the Juice 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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Growth across categories pushed by consumption occasions and health and wellness

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