

RTD Coffee in Brazil

Market Direction | 2023-11-29 | 31 pages | Euromonitor

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Report description:

Throughout the pandemic, a notable shift in Brazilian consumer behaviour steered individuals towards retail outlets situated closer to their homes. This shift had its roots in both the regional lockdown mandates, and the prevalent apprehension about virus transmission through social contact. Notably, small local grocers emerged as the primary beneficiary of this trend, witnessing increased foot traffic, which also spilled over to benefit some convenience stores.

Euromonitor International's RTD Coffee 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.

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

Why buy this report?

- * Get a detailed picture of the RTD Coffee 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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