

## **HW Soft Drinks in Brazil**

Market Direction | 2024-07-31 | 15 pages | Euromonitor

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### **Report description:**

New labelling legislation was implemented in Brazil towards the end of 2022, so 2023 was the first full year it was in place. The legislation requires a clear, prominent front-facing nutritional label of a standardised size. It also requires an alert on the front packaging label to highlight if a product is high in sugar, sodium or fat. This has highlighted to consumers the importance of ingredients, especially of carbohydrates derived from processed sugar, which are now more visible when they m...

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 2019-2023, 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 2028 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.

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**HW SOFT DRINKS IN BRAZIL**

**KEY DATA FINDINGS**

**2023 DEVELOPMENTS**

Legislation increases consumer awareness and drives growth for no sugar soft drinks

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

Increase in consumption occasions drives up sales of energy boosting soft drinks

**PROSPECTS AND OPPORTUNITIES**

Search for a holistic approach to health

Organic sales set to increase despite confusion over differentiation from natural

No salt claim set to emerge strongly moving forward

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**EXECUTIVE SUMMARY**

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Consumer diet trends

Health-related deaths

Blood pressure and cholesterol levels

Diabetes prevalence

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