

August 2017

Beer - Brazil

“The beer market is passing through a transition period in Brazil. As general consumption declines, with consumers concerned about health and interested in alternatives to standard beers, brands have the opportunity to expand their portfolio, offering more healthful, lighter options and a greater variety of flavors to appeal to consumers ...

Juice - Brazil

“The preference for freshly squeezed juice in Brazil makes it necessary for packaged juice to offer a strong differential to appeal to consumers. Innovations such as usage of organic and natural ingredients can help boost the category, especially among older people, who have a high interest in these attributes and ...

May 2017

Carbonated Soft Drinks - Brazil

“The carbonated soft drinks industry has already realized that consumers are seeking healthier products and therefore has explored ways to make the category healthier: removing ingredients seen as bad, like sugar and artificial aromas, or even adding ingredients that brings healthy benefits and functionality, such as fibers and proteins, for ...

March 2017

Drinking Out - Brazil

“Brazilians are cutting down on drinking outside of the home. It is expensive and drinks specials and promotions are good motivators to make consumers drink more. To remain visible and relevant during the recession, brands and venues need to expand and offer special experiences and beverages to consumers. Venues also ...

February 2017

Mixed Beverages - Brazil

“Brazilian consumers are looking for healthier options of non-alcoholic drinks, and the market has been meeting this demand with mixed beverages. This new category can bring together the best of different segments into one product, for example, combining the sparkling element of CSDs with the natural claims of fruit juices ...