

June 2016

Fruit Juice - Brazil

“Despite high sugar content, fruit juice has a positive image among Brazilians as 98% agree that they are better for their health than CSDs (carbonated soft drinks). There is space for innovation and brands should use health credentials to boost sales.

Companies producing different varieties of juices, be it cold-pressed ...

Carbonated Soft Drinks - Brazil

“There are two main factors affecting the consumption of carbonated soft drinks: the first one is the economic recession; the other is that Brazilian consumers are opting for products they consider to be more healthful. Retaining these consumers is essential, that’s why companies have invested in healthful carbonated soft drinks ...

April 2016

Spirits - Brazil

“Brazilian consumers are drinking fewer alcoholic beverages, including spirits. Brands need to get creative to convince consumers to get on board and start drinking (or drinking more). Apart from the economic crisis, which affects their pockets, consumers are worried about health issues. Providing more information about drinking responsibly as well ...