



Drink - Brazil

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 ...