



Euromonitor
International

Soft Drinks in Brazil

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Bottled Water in Brazil

KEY DATA FINDINGS

2024 DEVELOPMENTS

Heatwaves and rising health awareness drive bottled water consumption
New launches invest in new formats and consumption occasions
Bottled water continues to be sold mainly through supermarkets and hypermarkets

PROSPECTS AND OPPORTUNITIES

Inadequate waste management leads to lack of access to quality drinking water
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New launches in carbonates explore flavours and collaborations to stand out
Health and wellness concerns drive launches and brand positioning, and intensify the competition

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Novelties and expansion to other categories

Supermarkets and hypermarkets remain the main distribution channels for concentrates

PROSPECTS AND OPPORTUNITIES

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KEY DATA FINDINGS

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PROSPECTS AND OPPORTUNITIES

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KEY DATA FINDINGS

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KEY DATA FINDINGS

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KEY DATA FINDINGS

2024 DEVELOPMENTS

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New sugar-free versions, new flavours, and sports sponsorship amongst the main investments
Health and beauty specialists could offer opportunities, but grocery retailers dominate

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New brand positionings targeting different consumption occasions likely to emerge

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