



Euromonitor  
International

# Soft Drinks in Brazil

November 2025

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Soft drinks shows resilience amid economic uncertainty

### KEY DATA FINDINGS

### INDUSTRY PERFORMANCE

Orange juice production issues see prices spike

Traditional categories perform well amid macroeconomic challenges

Health and wellness impacts consumers' choices

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A "sin tax" would disrupt the industry

Health and wellness to shape the offer and sales development

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Tax reform could result in higher costs for bottled water companies

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## INDUSTRY PERFORMANCE

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## WHAT'S NEXT?

Unhealthy perception to pose challenges for concentrates

Functional powder concentrates may gain space

New "sin tax" to lead to price increases

## COMPETITIVE LANDSCAPE

Empresa Brasileira de Bebidas e Alimentos and Mondelez Brasil provide the leading brands in liquid and powder concentrates, respectively

Players seek new avenues to growth in a highly challenging environment

## CHANNELS

Large modern grocery retailers remain the key sellers of concentrates

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## KEY DATA FINDINGS

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