



**Euromonitor  
International**

# Other Hot Drinks in Brazil

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## Other Hot Drinks in Brazil - Category analysis

### KEY DATA FINDINGS

#### 2025 DEVELOPMENTS

The category develops and grows despite challenges

#### INDUSTRY PERFORMANCE

Chocolate-based flavoured powder drinks afford a variety of uses

Positive, if marginal, retail volume growth amidst strong upward pressure on prices

#### WHAT'S NEXT?

Divergent performances anticipated at the category level

Brazil to potentially grow as an international cocoa producer

Other hot drinks with healthier approaches and ingredients are set to gain traction

#### COMPETITIVE LANDSCAPE

Nestlé Brasil leverages a strong and developing portfolio to lead other hot drinks

Toddy benefits from the exploration of exclusive and appealing options

#### CHANNELS

Chocolate-based flavoured powder drinks remain popular items in supermarkets and hypermarkets

Small local grocers offer a convenient alternative to large modern grocery retailers

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## Hot Drinks in Brazil - Industry Overview

### EXECUTIVE SUMMARY

Coffee continues to shape hot drinks in Brazil

### KEY DATA FINDINGS

#### INDUSTRY PERFORMANCE

Inelastic consumption maintains positive retail volume growth trajectory for coffee despite rising prices

Convenience spurs fresh ground coffee pods while fresh coffee beans rides the quality wave

Health benefits spike interest in tea while there remains a habit of drinking chocolate milk

#### WHAT'S NEXT?

Positive outlook as coffee price rises slow

Premiumisation as a way to add dynamism to coffee

New consumption occasions to foster coffee demand

## COMPETITIVE LANDSCAPE

New product developments in the pod and instant formats in coffee  
More consolidated competitive landscapes in tea and other hot drinks

## CHANNELS

Daily consumption favours physical retailers  
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For more information on this report, further enquiries can be directed via this link [www.euromonitor.com/other-hot-drinks-in-brazil/report](http://www.euromonitor.com/other-hot-drinks-in-brazil/report).