



Energy Drinks in Brazil

November 2025

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Energy Drinks in Brazil - Category analysis

KEY DATA FINDINGS

2025 DEVELOPMENTS

Numerous factors stimulate fast growth for energy drinks

INDUSTRY PERFORMANCE

Reduced sugar energy drinks gain momentum

Energy drinks retain significant potential for experimentation with natural ingredients

WHAT'S NEXT?

Positive outlook amid ongoing development for energy drinks

Newer consumption occasions to continue to shape associations with energy drinks

Reduced sugar to gain ground on regular in energy drinks

COMPETITIVE LANDSCAPE

Bebidas Grassi Do Brasil's Baly enjoys rapid growth to disrupt the competitive landscape

Wide investment in energy drinks

CHANNELS

Convenience, pricing and impulse purchases underpin distribution patterns

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Soft drinks shows resilience amid economic uncertainty

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INDUSTRY PERFORMANCE

Orange juice production issues see prices spike

Traditional categories perform well amid macroeconomic challenges

Health and wellness impacts consumers' choices

WHAT'S NEXT?

Uncertainty to continue to impact soft drinks players and consumers

A "sin tax" would disrupt the industry

Health and wellness to shape the offer and sales development

COMPETITIVE LANDSCAPE

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