



# HW Soft Drinks in Brazil

January 2026

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### KEY DATA FINDINGS

#### 2024 DEVELOPMENTS

New selective tax set to push consumers to make healthier choices

#### INDUSTRY PERFORMANCE

Sugar is out and protein is in as Brazilians pursue healthier lifestyles

Natural claims prove fruitful as concerns rise about ultra-processed foods

Health conscious consumers value nutritional claims

#### WHAT'S NEXT

"Sin taxes" set to shake up the market while mental health becomes a growing concern

Natural claims set to become more prominent in more categories

Soft drinks players expected to focus on fortification and functional claims to attract interest

#### CATEGORY DATA

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[Health and Wellness in Brazil - Industry Overview](#)

#### EXECUTIVE SUMMARY

Consumers being influenced into making healthier choices

#### INDUSTRY PERFORMANCE

Rising health concerns inform purchasing decisions in post-pandemic Brazil

Free from claims supported by social media trends

#### WHAT'S NEXT

Increasing health awareness alongside new taxes and legislation set to inform the market's development

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