



Passport

Other Hot Drinks in Brazil

Euromonitor International

January 2024

This sample report is for illustration
purposes only.

Some content and data have been
changed.

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OTHER HOT DRINKS IN BRAZIL - CATEGORY ANALYSIS

KEY DATA FINDINGS

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2023 DEVELOPMENTS

Nestlé expands its nescau portfolio with exclusive varieties with different cacao levels

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Nestlé's nutritional tool, and sugar-free nescau

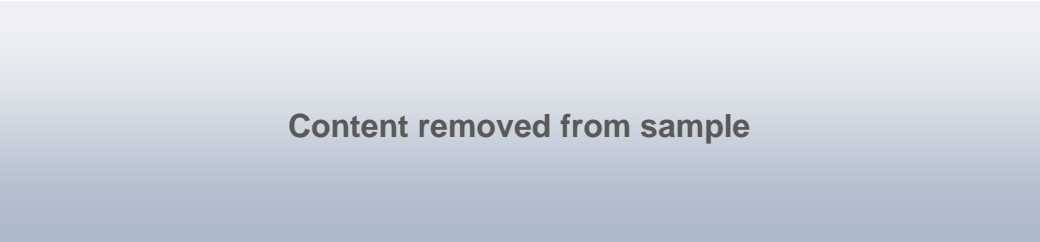
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Nescau and the nba's top teams in unique packaging

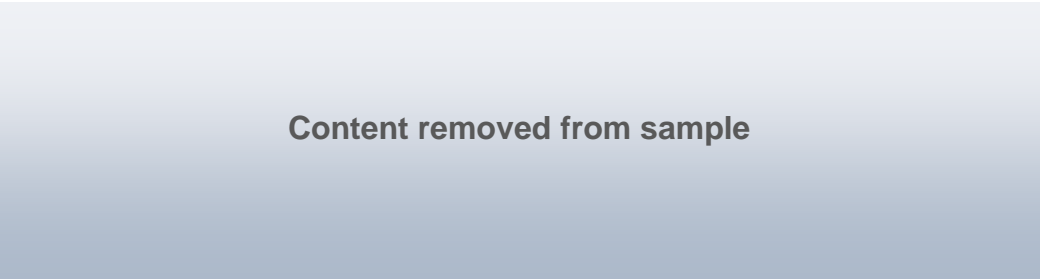
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PROSPECTS AND OPPORTUNITIES

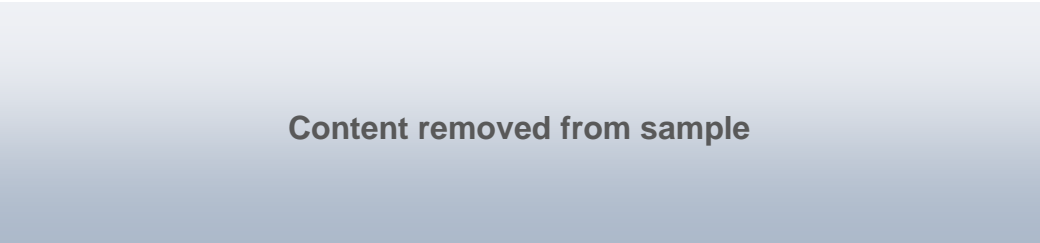
Product customisation takes centre stage in other hot drinks



Transparency and health-conscious choices



Uniting flavour, fandom, and themed collectibles



CATEGORY DATA

Table 1 Retail Sales of Other Hot Drinks by Category: Volume 2018-2023

Tonnes	2018	2019	2020	2021	2022	2023
Flavoured Powder Drinks	Data removed from sample					
- Chocolate-based						
Flavoured Powder Drinks						
- Malt-based Hot Drinks						
- Non-Chocolate-based						
Flavoured Powder Drinks	Data removed from sample					
Other Plant-based Hot						
Drinks						
Other Hot Drinks	Data removed from sample					

Source: Euromonitor International from official statistics, trade associations, trade press, company research, store checks, trade interviews, trade sources

Table 2 Retail Sales of Other Hot Drinks by Category: Value 2018-2023

BRL million	2018	2019	2020	2021	2022	2023
Flavoured Powder Drinks	Data removed from sample					
- Chocolate-based Flavoured Powder Drinks						
- Malt-based Hot Drinks						
- Non-Chocolate-based Flavoured Powder Drinks						
Other Plant-based Hot Drinks						
Other Hot Drinks						

Source: Euromonitor International from official statistics, trade associations, trade press, company research, store checks, trade interviews, trade sources

Table 3 Retail Sales of Other Hot Drinks by Category: % Volume Growth 2018-2023

% volume growth	2022/23	2018-23 CAGR	2018/23 Total
Flavoured Powder Drinks	Data removed from sample		
- Chocolate-based Flavoured Powder Drinks			
- Malt-based Hot Drinks			
- Non-Chocolate-based Flavoured Powder Drinks			
Other Plant-based Hot Drinks			
Other Hot Drinks			

Source: Euromonitor International from official statistics, trade associations, trade press, company research, store checks, trade interviews, trade sources

Table 4 Retail Sales of Other Hot Drinks by Category: % Value Growth 2018-2023

% current value growth	2022/23	2018-23 CAGR	2018/23 Total
Flavoured Powder Drinks	Data removed from sample		
- Chocolate-based Flavoured Powder Drinks			
- Malt-based Hot Drinks			
- Non-Chocolate-based Flavoured Powder Drinks			
Other Plant-based Hot Drinks			
Other Hot Drinks			

Source: Euromonitor International from official statistics, trade associations, trade press, company research, store checks, trade interviews, trade sources

Table 5 NBO Company Shares of Other Hot Drinks: % Retail Value 2019-2023

% retail value rsp Company	2019	2020	2021	2022	2023
	Data removed from sample				

Data removed from sample

Source: Euromonitor International from official statistics, trade associations, trade press, company research, store checks, trade interviews, trade sources

Table 6 LBN Brand Shares of Other Hot Drinks: % Retail Value 2020-2023

% retail value rsp					
Brand (GBO)	Company (NBO)	2020	2021	2022	2023

Data removed from sample

Source: Euromonitor International from official statistics, trade associations, trade press, company research, store checks, trade interviews, trade sources

Table 7 Forecast Retail Sales of Other Hot Drinks by Category: Volume 2023-2028

Tonnes	2023	2024	2025	2026	2027	2028
--------	------	------	------	------	------	------

Flavoured Powder Drinks
 - Chocolate-based
 Flavoured Powder Drinks
 - Malt-based Hot Drinks
 - Non-Chocolate-based
 Flavoured Powder Drinks
 Other Plant-based Hot
 Drinks
 Other Hot Drinks

Data removed from sample

Source: Euromonitor International from trade associations, trade press, company research, trade interviews, trade sources

Table 8 Forecast Retail Sales of Other Hot Drinks by Category: Value 2023-2028

BRL million

	2023	2024	2025	2026	2027	2028
Flavoured Powder Drinks	Data removed from sample					
- Chocolate-based						
Flavoured Powder Drinks						
- Malt-based Hot Drinks						
- Non-Chocolate-based						
Flavoured Powder Drinks						
Other Plant-based Hot Drinks						
Other Hot Drinks						

Source: Euromonitor International from trade associations, trade press, company research, trade interviews, trade sources

Table 9 Forecast Retail Sales of Other Hot Drinks by Category: % Volume Growth 2023-2028

% volume growth	2023/24	2023-28 CAGR	2023/28 Total
Flavoured Powder Drinks	Data removed from sample		
- Chocolate-based Flavoured Powder Drinks			
- Malt-based Hot Drinks			
- Non-Chocolate-based Flavoured Powder Drinks			
Other Plant-based Hot Drinks			
Other Hot Drinks			

Source: Euromonitor International from trade associations, trade press, company research, trade interviews, trade sources

Table 10 Forecast Retail Sales of Other Hot Drinks by Category: % Value Growth 2023-2028

% constant value growth	2023/2024	2023-28 CAGR	2023/28 Total
Flavoured Powder Drinks	Data removed from sample		
- Chocolate-based Flavoured Powder Drinks			
- Malt-based Hot Drinks			
- Non-Chocolate-based Flavoured Powder Drinks			
Other Plant-based Hot Drinks			
Other Hot Drinks			

Source: Euromonitor International from trade associations, trade press, company research, trade interviews, trade sources

HOT DRINKS IN BRAZIL - INDUSTRY OVERVIEW

EXECUTIVE SUMMARY

Hot drinks in 2023: The big picture

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2023 key trends

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Competitive landscape

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Retailing developments

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Foodservice vs retail split

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What next for hot drinks?

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MARKET DATA

Table 11 Sales of Hot Drinks by Retail vs Foodservice: % Volume Breakdown 2018-2023

% volume analysis	2018	2019	2020	2021	2022	2023
Retail	Data removed from sample					
Foodservice						
Total						

Source: Euromonitor International from official statistics, trade associations, trade press, company research, store checks, trade interviews, trade sources

Table 12 Sales of Hot Drinks by Retail vs Foodservice: % Volume Growth 2018-2023

% volume growth	2022/23	2018-23 CAGR	2018/23 Total
Retail	Data removed from sample		
Foodservice			
Total			

Source: Euromonitor International from official statistics, trade associations, trade press, company research, store checks, trade interviews, trade sources

Table 13 Retail Sales of Hot Drinks by Category: Volume 2018-2023

Tonnes	2018	2019	2020	2021	2022	2023
Coffee	Data removed from sample					
Tea						
Other Hot Drinks						
Hot Drinks						

Source: Euromonitor International from official statistics, trade associations, trade press, company research, store checks, trade interviews, trade sources

Table 14 Retail Sales of Hot Drinks by Category: Value 2018-2023

BRL million

	2018	2019	2020	2021	2022	2023
Coffee	Data removed from sample					
Tea						
Other Hot Drinks						
Hot Drinks						

Source: Euromonitor International from official statistics, trade associations, trade press, company research, store checks, trade interviews, trade sources

Table 15 Retail Sales of Hot Drinks by Category: % Volume Growth 2018-2023

% volume growth	2022/23	2018-23 CAGR	2018/23 Total
Coffee	Data removed from sample		
Tea			
Other Hot Drinks			
Hot Drinks			

Source: Euromonitor International from official statistics, trade associations, trade press, company research, store checks, trade interviews, trade sources

Table 16 Retail Sales of Hot Drinks by Category: % Value Growth 2018-2023

% current value growth	2022/23	2018-23 CAGR	2018/23 Total
Coffee	Data removed from sample		
Tea			
Other Hot Drinks			
Hot Drinks			

Source: Euromonitor International from official statistics, trade associations, trade press, company research, store checks, trade interviews, trade sources

Table 17 Foodservice Sales of Hot Drinks by Category: Volume 2018-2023

Tonnes	2018	2019	2020	2021	2022	2023
Coffee	Data removed from sample					
Tea						
Other Hot Drinks						
Hot Drinks						

Source: Euromonitor International from official statistics, trade associations, trade press, company research, store checks, trade interviews, trade sources

Table 18 Foodservice Sales of Hot Drinks by Category: % Volume Growth 2018-2023

% volume growth	2022/23	2018-23 CAGR	2018/23 Total
Coffee	Data removed from sample		
Tea			
Other Hot Drinks			

Hot Drinks

Data removed from sample

Source: Euromonitor International from official statistics, trade associations, trade press, company research, store checks, trade interviews, trade sources

Table 19 Total Sales of Hot Drinks by Category: Total Volume 2018-2023

Tonnes

2018 2019 2020 2021 2022 2023

Coffee
Tea
Other Hot Drinks
Hot Drinks

Data removed from sample

Source: Euromonitor International from official statistics, trade associations, trade press, company research, store checks, trade interviews, trade sources

Table 20 Total Sales of Hot Drinks by Category: % Total Volume Growth 2018-2023

% total volume growth

2022/23 2018-23 CAGR 2018/23 Total

Coffee
Tea
Other Hot Drinks
Hot Drinks

Data removed from sample

Source: Euromonitor International from official statistics, trade associations, trade press, company research, store checks, trade interviews, trade sources

Table 21 NBO Company Shares of Hot Drinks: % Retail Value 2019-2023

% retail value rsp
Company

2019 2020 2021 2022 2023

Data removed from sample

Data removed from sample

Source: Euromonitor International from official statistics, trade associations, trade press, company research, store checks, trade interviews, trade sources

Table 22 LBN Brand Shares of Hot Drinks: % Retail Value 2020-2023

% retail value rsp Brand (GBO)	Company (NBO)	2020	2021	2022	2023
Data removed from sample					

Data removed from sample

Source: Euromonitor International from official statistics, trade associations, trade press, company research, store checks, trade interviews, trade sources

Table 23 Penetration of Private Label in Hot Drinks by Category: % Retail Value 2018-2023

% retail value rsp	2018	2019	2020	2021	2022	2023
Coffee	Data removed from sample					
Other Hot Drinks						
Tea						
Hot Drinks						

Source: Euromonitor International from official statistics, trade associations, trade press, company research, store checks, trade interviews, trade sources

Table 24 Retail Distribution of Hot Drinks by Format: % Volume 2018-2023

% retail volume	2018	2019	2020	2021	2022	2023
Retail Channels	Data removed from sample					
- Retail Offline						
-- Grocery Retailers						
--- Convenience Retail						
---- Convenience Stores						
---- Forecourt Retailers						
--- Supermarkets						
--- Hypermarkets						
--- Discounters						
--- Warehouse Clubs						
--- Food/drink/tobacco specialists						
--- Small Local Grocers						
-- Non-Grocery Retailers						
--- General Merchandise Stores						
--- Apparel and Footwear Specialists						
--- Appliances and Electronics Specialists						
--- Home Products Specialists						
--- Health and Beauty Specialists						

--- Leisure and
 Personal Goods
 Specialists
 --- Other Non-Grocery
 Retailers
 -- Vending
 -- Direct Selling
 - Retail E-Commerce
 Total

Data removed from sample

Source: Euromonitor International from official statistics, trade associations, trade press, company research, store checks, trade interviews, trade sources

Table 25 Retail Distribution of Hot Drinks by Format and Category: % Volume 2023

% retail volume

Coffee Tea Other Hot Drinks

Retail Channels
 - Retail Offline
 -- Grocery Retailers
 --- Convenience Retail
 ---- Convenience Stores
 ---- Forecourt Retailers
 --- Supermarkets
 --- Hypermarkets
 --- Discounters
 --- Warehouse Clubs
 --- Food/drink/tobacco specialists
 --- Small Local Grocers
 -- Non-Grocery Retailers
 --- General Merchandise Stores
 --- Apparel and Footwear Specialists
 --- Appliances and Electronics Specialists
 --- Home Products Specialists
 --- Health and Beauty Specialists
 --- Leisure and Personal Goods Specialists
 --- Other Non-Grocery Retailers
 -- Vending
 -- Direct Selling
 - Retail E-Commerce
 Total

Data removed from sample

Source: Euromonitor International from official statistics, trade associations, trade press, company research, store checks, trade interviews, trade sources

Key: C = coffee; T= tea; OHD = other hot drinks

Table 26 Forecast Sales of Hot Drinks by Retail vs Foodservice: % Volume Breakdown 2023-2028

% volume analysis

2023 2024 2025 2026 2027 2028

Retail
 Foodservice
 Total

Data removed from sample

Source: Euromonitor International from trade associations, trade press, company research, trade interviews, trade sources

Table 27 Forecast Sales of Hot Drinks by Retail vs Foodservice: % Volume Growth 2023-2028

% volume growth	2023/24	2023-28 CAGR	2023/28 Total
Retail	Data removed from sample		
Foodservice			
Total			

Source: Euromonitor International from trade associations, trade press, company research, trade interviews, trade sources

Table 28 Forecast Retail Sales of Hot Drinks by Category: Volume 2023-2028

Tonnes	2023	2024	2025	2026	2027	2028
Coffee	Data removed from sample					
Tea						
Other Hot Drinks						
Hot Drinks						

Source: Euromonitor International from trade associations, trade press, company research, trade interviews, trade sources

Table 29 Forecast Retail Sales of Hot Drinks by Category: Value 2023-2028

BRL million	2023	2024	2025	2026	2027	2028
Coffee	Data removed from sample					
Tea						
Other Hot Drinks						
Hot Drinks						

Source: Euromonitor International from trade associations, trade press, company research, trade interviews, trade sources

Table 30 Forecast Retail Sales of Hot Drinks by Category: % Volume Growth 2023-2028

% volume growth	2023/24	2023-28 CAGR	2023/28 Total
Coffee	Data removed from sample		
Tea			
Other Hot Drinks			
Hot Drinks			

Source: Euromonitor International from trade associations, trade press, company research, trade interviews, trade sources

Table 31 Forecast Retail Sales of Hot Drinks by Category: % Value Growth 2023-2028

% constant value growth	2023/2024	2023-28 CAGR	2023/28 Total
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Coffee
Tea
Other Hot Drinks
Hot Drinks

Data removed from sample

Source: Euromonitor International from trade associations, trade press, company research, trade interviews, trade sources

Table 32 Forecast Foodservice Sales of Hot Drinks by Category: Volume 2023-2028

Tonnes	2023	2024	2025	2026	2027	2028
Coffee Tea Other Hot Drinks Hot Drinks	Data removed from sample					

Source: Euromonitor International from trade associations, trade press, company research, trade interviews, trade sources

Table 33 Forecast Foodservice Sales of Hot Drinks by Category: % Volume Growth 2023-2028

% volume growth	2023/24	2023-28 CAGR	2023/28 Total
Coffee Tea Other Hot Drinks Hot Drinks	Data removed from sample		

Source: Euromonitor International from trade associations, trade press, company research, trade interviews, trade sources

Table 34 Forecast Total Sales of Hot Drinks by Category: Total Volume 2023-2028

Tonnes	2023	2024	2025	2026	2027	2028
Coffee Tea Other Hot Drinks Hot Drinks	Data removed from sample					

Source: Euromonitor International from trade associations, trade press, company research, trade interviews, trade sources

Table 35 Forecast Total Sales of Hot Drinks by Category: % Total Volume Growth 2023-2028

% total volume growth	2023/24	2023-28 CAGR	2023/28 Total
Coffee Tea	Data removed from sample		

Other Hot Drinks
Hot Drinks

Data removed from sample

Source: Euromonitor International from trade associations, trade press, company research, trade interviews, trade sources

DISCLAIMER

Forecast closing date: 30 October 2023

Report closing date: 18 January 2024

Analysis and data in this report give full consideration to consumer behaviour and market performance in 2023 and beyond as of the dates above. For the very latest insight on this industry and consumer behaviour, at both global and national level, readers can access strategic analysis and updates on www.euromonitor.com and via the Passport system, where new content is being added on a systematic basis.

SOURCES

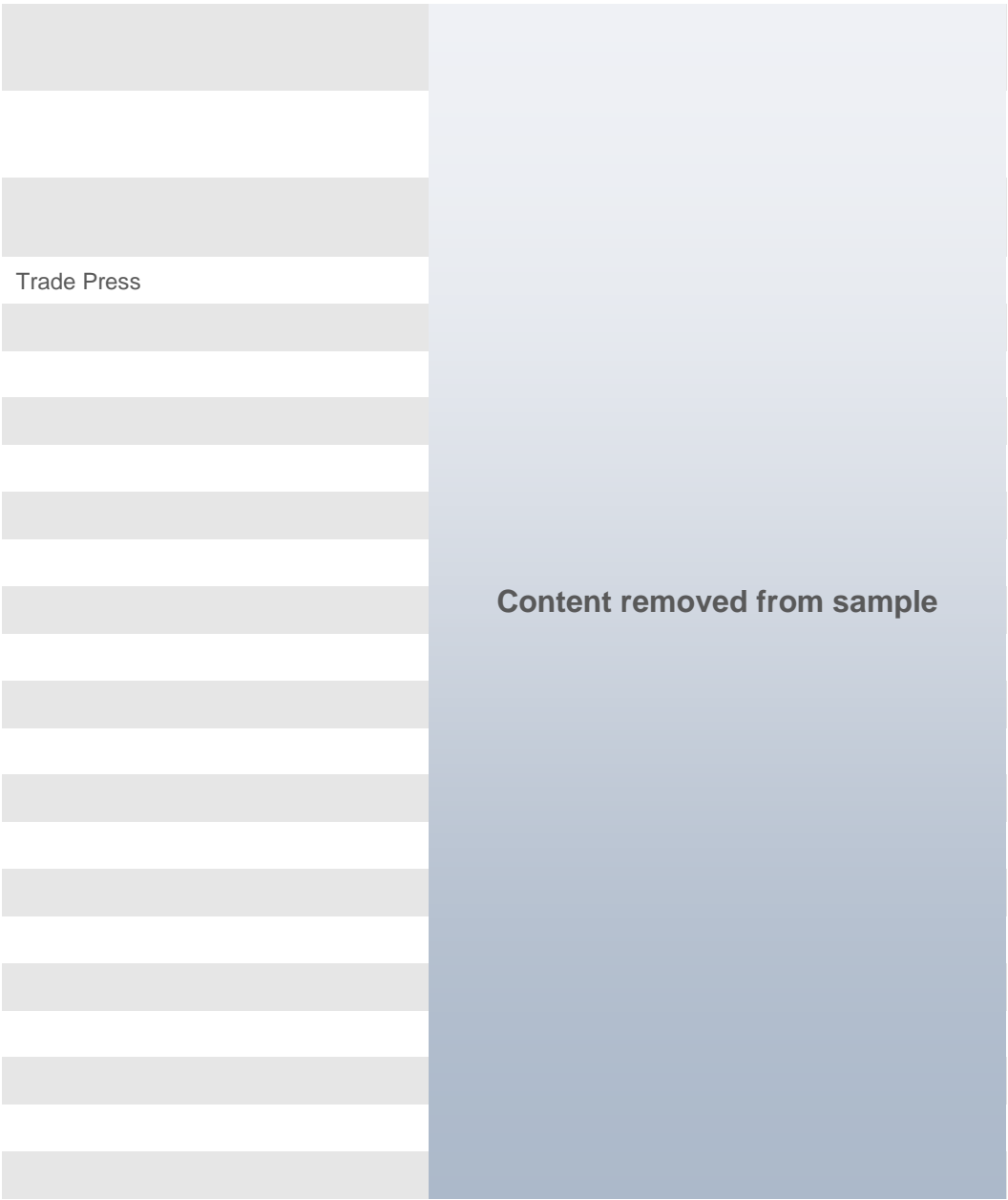
Sources used during the research included the following:

Summary 1 Research Sources

Official Sources

Trade Associations

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Source: Euromonitor International