

December 2019

Food & Beverage Retailing - Brazil

“The Brazilian consumer has been using online retail channels to buy food and drinks more often, but there are still some barriers related to choice and delivery method keeping customers away. The entry of new and major players in this segment, in addition to the rapid implementation of solutions that ...

Healthiness & Sustainability - Brazil

“Most Brazilians claim to have or to be adopting a healthy lifestyle, largely because their growing health problems force them to make this change. Not only the physical aspect but also emotional wellbeing has become an important part of a healthy lifestyle, as many claim to be feeling stressed. Healthiness ...

October 2019

Alcoholic Drinks Consumption Habits - Brazil

“As consumers drink alcoholic beverages less often due to their financial instability and health concerns, the category needs to offer more competitive products, either by focusing on price and promotions or delivering products with higher added value that bring innovations in terms of flavor, appearance and consumption experience, or in ...

September 2019

Non-alcoholic Drinks Consumption Habits - Brazil

“Several categories of non-alcoholic drinks have faced a drop in consumption by Brazilians, but at the same time, drinks that naturally deliver functional benefits have gained space, such as non-alcoholic fermented drinks and coffee. Adding functional benefits to non-alcoholic drinks seems to be a reliable strategy to keep consumers attracted ...

April 2019

Juice - Brazil

“The survey shows 100% whole juices have appealed to consumers who are seeking healthy options, while powdered juices have attracted those who prefer affordable options without compromising taste. Products positioned in this middle range – not so cheap or so healthy – such as sweetened juice drinks and fruit nectars ...



February 2019

Beverage Blurring - Brazil

"In order to enhance the positive perception of the category and boost consumption frequency, brands need to invest in healthy alternatives, offering nutritional and functional benefits to consumers, as well as innovative flavors and textures that arouse their curiosity. In addition, non-alcoholic blurred beverages need to be clear in their ...