



**Euromonitor
International**

Soft Drinks in Brazil

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EXECUTIVE SUMMARY

Soft drinks shows resilience amid economic uncertainty

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INDUSTRY PERFORMANCE

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Traditional categories perform well amid macroeconomic challenges

Health and wellness impacts consumers' choices

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A "sin tax" would disrupt the industry

Health and wellness to shape the offer and sales development

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COMPETITIVE LANDSCAPE

Empresa Brasileira de Bebidas e Alimentos and Mondelez Brasil provide the leading brands in liquid and powder concentrates, respectively

Players seek new avenues to growth in a highly challenging environment

CHANNELS

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[RTD Coffee in Brazil](#)

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RTD Tea in Brazil

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Players look to widen consumption occasions

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[Sports Drinks in Brazil](#)

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