



Other Hot Drinks in Brazil

November 2025

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Other Hot Drinks in Brazil - Category analysis

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2025 DEVELOPMENTS

The category develops and grows despite challenges

INDUSTRY PERFORMANCE

Chocolate-based flavoured powder drinks afford a variety of uses

Positive, if marginal, retail volume growth amidst strong upward pressure on prices

WHAT'S NEXT?

Divergent performances anticipated at the category level

Brazil to potentially grow as an international cocoa producer

Other hot drinks with healthier approaches and ingredients are set to gain traction

COMPETITIVE LANDSCAPE

Nestlé Brasil leverages a strong and developing portfolio to lead other hot drinks

Toddy benefits from the exploration of exclusive and appealing options

CHANNELS

Chocolate-based flavoured powder drinks remain popular items in supermarkets and hypermarkets

Small local grocers offer a convenient alternative to large modern grocery retailers

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Hot Drinks in Brazil - Industry Overview

EXECUTIVE SUMMARY

Coffee continues to shape hot drinks in Brazil

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INDUSTRY PERFORMANCE

Inelastic consumption maintains positive retail volume growth trajectory for coffee despite rising prices

Convenience spurs fresh ground coffee pods while fresh coffee beans rides the quality wave

Health benefits spike interest in tea while there remains a habit of drinking chocolate milk

WHAT'S NEXT?

Positive outlook as coffee price rises slow

Premiumisation as a way to add dynamism to coffee

New consumption occasions to foster coffee demand

COMPETITIVE LANDSCAPE

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More consolidated competitive landscapes in tea and other hot drinks

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