



Euromonitor
International

Sports Drinks in Brazil

November 2025

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Sports Drinks in Brazil - Category analysis

KEY DATA FINDINGS

2025 DEVELOPMENTS

Health and fitness aspects drive the appeal of sports drinks

INDUSTRY PERFORMANCE

Rising health awareness and hot weather push sports drinks, albeit from a still low sales base

Sports drinks retains varied and dynamic growth opportunities

WHAT'S NEXT?

A bright outlook for sports drinks

Strong growth potential for reduced sugar sports drinks

Competition with functional beverages to intensify in the forecast period

COMPETITIVE LANDSCAPE

Gatorade consolidates dominance of sports drinks

Powerade gains shelf space but continues to lag well behind Gatorade

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The distribution of sports drinks continues to evolve

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Orange juice production issues see prices spike

Traditional categories perform well amid macroeconomic challenges

Health and wellness impacts consumers' choices

WHAT'S NEXT?

Uncertainty to continue to impact soft drinks players and consumers

A "sin tax" would disrupt the industry

Health and wellness to shape the offer and sales development

COMPETITIVE LANDSCAPE

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