

Carbonates in Brazil

April 2025

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Carbonates in Brazil - Category analysis

KEY DATA FINDINGS

2024 DEVELOPMENTS

Carbonates grows further in 2024, driven by global warming and marketing New launches in carbonates explore flavours and collaborations to stand out Health and wellness concerns drive launches and brand positioning, and intensify the competition

PROSPECTS AND OPPORTUNITIES

Increasing demand for functionality will lead to competition with other categories Growth opportunities through marketing and increased penetration Tax reform expected to increase prices of carbonates with sugar from 2027

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Soft Drinks in Brazil - Industry Overview

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