

# **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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