



**Euromonitor
International**

RTD Coffee in Brazil

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KEY DATA FINDINGS

2024 DEVELOPMENTS

- RTD coffee still not inserted in most Brazilians' routines
- Launch of RTD coffee in metal beverage cans
- Forecourt retailers is the main distribution channel for RTD coffee

PROSPECTS AND OPPORTUNITIES

- Increasing coffee prices will pose a challenge for RTD coffee in the coming years
- Better perception of quality will be the main focus of the industry
- Consumer awareness of the need for sleep is a threat and an opportunity

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Soft Drinks in Brazil - Industry Overview

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