



Euromonitor  
International

# Concentrates in Brazil

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## Concentrates in Brazil - Category analysis

### KEY DATA FINDINGS

#### 2024 DEVELOPMENTS

Consumers migrate to other categories

Novelties and expansion to other categories

Supermarkets and hypermarkets remain the main distribution channels for concentrates

#### PROSPECTS AND OPPORTUNITIES

Fiercer competition with categories seen as healthier and more functional

Inflation may drive consumers to opt for cheaper alternatives

Growing consumer awareness will intensify scrutiny of nutritional information

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