



Euromonitor
International

Bottled Water in Brazil

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KEY DATA FINDINGS

2024 DEVELOPMENTS

- Heatwaves and rising health awareness drive bottled water consumption
- New launches invest in new formats and consumption occasions
- Bottled water continues to be sold mainly though supermarkets and hypermarkets

PROSPECTS AND OPPORTUNITIES

- Inadequate waste management leads to lack of access to quality drinking water
- Carbonated water is more frequently used in mocktails, and is expected to grow as healthier alternative
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