

Sports Drinks in Brazil

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Sports Drinks in Brazil - Category analysis

KEY DATA FINDINGS

2024 DEVELOPMENTS

Brazil continues to see exceptional growth in sports drinks, although from a low base New sugar-free versions, new flavours, and sports sponsorship amongst the main investments Health and beauty specialists could offer opportunities, but grocery retailers dominate

PROSPECTS AND OPPORTUNITIES

Fiercer competition expected not only within sports drinks, but also from other categories Innovation in diagnosing dehydration with wearable technology New brand positionings targeting different consumption occasions likely to emerge

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