

# Juice in Brazil

November 2023

Table of Contents

## KEY DATA FINDINGS

### 2023 DEVELOPMENTS

Climate change and greening start to impair productivity and quality  
Growth across categories pushed by consumption occasions and health and wellness  
Juice drinks offer a good taste and high margins

### PROSPECTS AND OPPORTUNITIES

Blended 100% juice to compensate for the loss of production and quality of oranges  
The need to differentiate and find new consumption occasions  
Coconut water: Beyond a stand-alone product towards an ingredient

### CATEGORY DATA

Table 1 - Off-trade Sales of Juice by Category: Volume 2018-2023  
Table 2 - Off-trade Sales of Juice by Category: Value 2018-2023  
Table 3 - Off-trade Sales of Juice by Category: % Volume Growth 2018-2023  
Table 4 - Off-trade Sales of Juice by Category: % Value Growth 2018-2023  
Table 5 - NBO Company Shares of Off-trade Juice: % Volume 2019-2023  
Table 6 - LBN Brand Shares of Off-trade Juice: % Volume 2020-2023  
Table 7 - NBO Company Shares of Off-trade Juice: % Value 2019-2023  
Table 8 - LBN Brand Shares of Off-trade Juice: % Value 2020-2023  
Table 9 - Forecast Off-trade Sales of Juice by Category: Volume 2023-2028  
Table 10 - Forecast Off-trade Sales of Juice by Category: Value 2023-2028  
Table 11 - Forecast Off-trade Sales of Juice by Category: % Volume Growth 2023-2028  
Table 12 - Forecast Off-trade Sales of Juice by Category: % Value Growth 2023-2028

## Soft Drinks in Brazil - Industry Overview

### EXECUTIVE SUMMARY

Soft drinks in 2023: The big picture  
2023 key trends  
Competitive landscape  
Retailing developments  
Foodservice vs retail split  
What next for soft drinks?

### MARKET DATA

Table 13 - Off-trade vs On-trade Sales of Soft Drinks (RTD) by Channel: Volume 2018-2023  
Table 14 - Off-trade vs On-trade Sales of Soft Drinks (RTD) by Channel: % Volume Growth 2018-2023  
Table 15 - Off-trade vs On-trade Sales of Soft Drinks by Channel: Value 2018-2023  
Table 16 - Off-trade vs On-trade Sales of Soft Drinks by Channel: % Value Growth 2018-2023  
Table 17 - Off-trade vs On-trade Sales of Soft Drinks (as sold) by Category: Volume 2022  
Table 18 - Off-trade vs On-trade Sales of Soft Drinks (as sold) by Category: % Volume 2022  
Table 19 - Off-trade vs On-trade Sales of Soft Drinks by Category: Value 2022  
Table 20 - Off-trade vs On-trade Sales of Soft Drinks by Category: % Value 2022  
Table 21 - Off-trade Sales of Soft Drinks (RTD) by Category: Volume 2018-2023  
Table 22 - Off-trade Sales of Soft Drinks (RTD) by Category: % Volume Growth 2018-2023  
Table 23 - Off-trade Sales of Soft Drinks by Category: Value 2018-2023  
Table 24 - Off-trade Sales of Soft Drinks by Category: % Value Growth 2018-2023  
Table 25 - Sales of Soft Drinks by Total Fountain On-trade: Volume 2018-2023  
Table 26 - Sales of Soft Drinks by Total Fountain On-trade: % Volume Growth 2018-2023  
Table 27 - NBO Company Shares of Total Soft Drinks (RTD): % Volume 2019-2023

Table 28 - LBN Brand Shares of Total Soft Drinks (RTD): % Volume 2020-2023

Table 29 - NBO Company Shares of On-trade Soft Drinks (RTD): % Volume 2019-2023

Table 30 - LBN Brand Shares of On-trade Soft Drinks (RTD): % Volume 2020-2023

Table 31 - NBO Company Shares of Off-trade Soft Drinks (RTD): % Volume 2019-2023

Table 32 - LBN Brand Shares of Off-trade Soft Drinks (RTD): % Volume 2020-2023

Table 33 - NBO Company Shares of Off-trade Soft Drinks: % Value 2019-2023

Table 34 - LBN Brand Shares of Off-trade Soft Drinks: % Value 2020-2023

Table 35 - Penetration of Private Label in Off-trade Soft Drinks (RTD) by Category: % Volume 2018-2023

Table 36 - Penetration of Private Label in Off-trade Soft Drinks by Category: % Value 2018-2023

Table 37 - Distribution of Off-trade Soft Drinks (as sold) by Format: % Volume 2018-2023

Table 38 - Distribution of Off-trade Soft Drinks (as sold) by Format and Category: % Volume 2023

Table 39 - Forecast Off-trade vs On-trade Sales of Soft Drinks (RTD) by Channel: Volume 2023-2028

Table 40 - Forecast Off-trade vs On-trade Sales of Soft Drinks (RTD) by Channel: % Volume Growth 2023-2028

Table 41 - Forecast Off-trade vs On-trade Sales of Soft Drinks by Channel: Value 2023-2028

Table 42 - Forecast Off-trade vs On-trade Sales of Soft Drinks by Channel: % Value Growth 2023-2028

Table 43 - Forecast Off-trade Sales of Soft Drinks (RTD) by Category: Volume 2023-2028

Table 44 - Forecast Off-trade Sales of Soft Drinks (RTD) by Category: % Volume Growth 2023-2028

Table 45 - Forecast Off-trade Sales of Soft Drinks by Category: Value 2023-2028

Table 46 - Forecast Off-trade Sales of Soft Drinks by Category: % Value Growth 2023-2028

Table 47 - Forecast Sales of Soft Drinks by Total Fountain On-trade: Volume 2023-2028

Table 48 - Forecast Sales of Soft Drinks by Total Fountain On-trade: % Volume Growth 2023-2028

## APPENDIX

Fountain sales in Brazil

Trends

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## SOURCES

Summary 1 - Research Sources

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