

March 2018

Alcoholic Drinks Consumption Habits - Brazil

“The soccer World Cup is expected to stimulate consumption of alcoholic drinks, but on the other hand health concerns can be a barrier. In order to find a balance, brands could take advantage of Brazilians’ interest in innovations, investing in new releases and promoting new experiences. It’s important, however, to ...

February 2018

Beverage Blurring - Brazil

“Consumers want more healthful products that can be functional at the same time. It is important to remember, however, that there is space to innovate in the non-alcoholic drinks category in other aspects too, such as flavor, packaging and ingredients, and to explore new positions and consumption occasions.”

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