



**Euromonitor
International**

HW Soft Drinks in Brazil

January 2026

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KEY DATA FINDINGS

2024 DEVELOPMENTS

New selective tax set to push consumers to make healthier choices

INDUSTRY PERFORMANCE

Sugar is out and protein is in as Brazilians pursue healthier lifestyles
Natural claims prove fruitful as concerns rise about ultra-processed foods
Health conscious consumers value nutritional claims

WHAT'S NEXT

“Sin taxes” set to shake up the market while mental health becomes a growing concern
Natural claims set to become more prominent in more categories
Soft drinks players expected to focus on fortification and functional claims to attract interest

CATEGORY DATA

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Health and Wellness in Brazil - Industry Overview

EXECUTIVE SUMMARY

Consumers being influenced into making healthier choices

INDUSTRY PERFORMANCE

Rising health concerns inform purchasing decisions in post-pandemic Brazil
Free from claims supported by social media trends

WHAT'S NEXT

Increasing health awareness alongside new taxes and legislation set to inform the market’s development

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