

# **Energy Drinks in Brazil**

November 2023

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# Energy Drinks in Brazil - Category analysis

# **KEY DATA FINDINGS**

#### 2023 DEVELOPMENTS

Beyond Red Bull and Monster Energy – local and regional players are gaining share Exploring new usage occasions Continued growth opportunities

#### PROSPECTS AND OPPORTUNITIES

Move towards the inclusion of natural ingredients Specific demographic likely to use energy drinks as a substitute for alcoholic drinks Can packaging continues to dominate, but PET bottles expanding

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