



Euromonitor
International

RTD Coffee in Brazil

November 2025

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RTD Coffee in Brazil - Category analysis

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2025 DEVELOPMENTS

RTD coffee sales grow, but from a low base

INDUSTRY PERFORMANCE

Limited consumer base and weak on-the-go consumption habits hinder category development

Some bright spots for RTD coffee

WHAT'S NEXT?

RTD coffee to continue to develop and grow despite challenges

Digital media to increase awareness and the appeal of RTD coffee consumption

New "sin tax" to impact RTD coffee prices

COMPETITIVE LANDSCAPE

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Soft drinks shows resilience amid economic uncertainty

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Orange juice production issues see prices spike

Traditional categories perform well amid macroeconomic challenges

Health and wellness impacts consumers' choices

WHAT'S NEXT?

Uncertainty to continue to impact soft drinks players and consumers

A "sin tax" would disrupt the industry

Health and wellness to shape the offer and sales development

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