Euromonitor International

Juice in Brazil

November 2025

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Juice in Brazil - Category analysis

KEY DATA FINDINGS

2025 DEVELOPMENTS

Players look for alternatives amidst orange juice issues

INDUSTRY PERFORMANCE

Weaker orange juice production impacts the category as a whole
Price-driven consumers favour juice drinks and nectars

WHAT'S NEXT?

Different fruit and vegetable blends to be explored
Challenges in reducing sugar content in juice
Tax reform to potentially benefit 100% juice

COMPETITIVE LANDSCAPE

Del Valle remains the leading brand through wide distribution and high consumer awareness
Natural One invests in the supply chain and bets on alternative ingredients

CHANNELS

Price-driven retailers gain traction
Retail e-commerce remains of little consequence in juice distribution

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Soft Drinks in Brazil - Industry Overview

EXECUTIVE SUMMARY

Soft drinks shows resilience amid economic uncertainty

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INDUSTRY PERFORMANCE

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

COMPETITIVE LANDSCAPE

Coca-Cola Indústrias leads an intensifying competitive landscape
Dynamic brand landscape in energy drinks

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