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Como alimentos e bebidas podem ajudar a enfrentar o clima mais quente



Graciana Méndez
Senior Regional Insights, LATAM
gmendez@intel.com

Experts in what consumers want and why





Mintel Global Consumer

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consumers across 36 markets.



Experts in what consumers want and why



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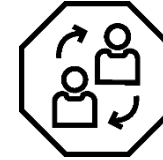
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Mintel has 200 global category, consumer and functional analysts



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What you need to know



[Hatsu Raspberry & Roses, Watermelon & Basil Soda Drinks:](#)
cans + cooler

What we've seen:

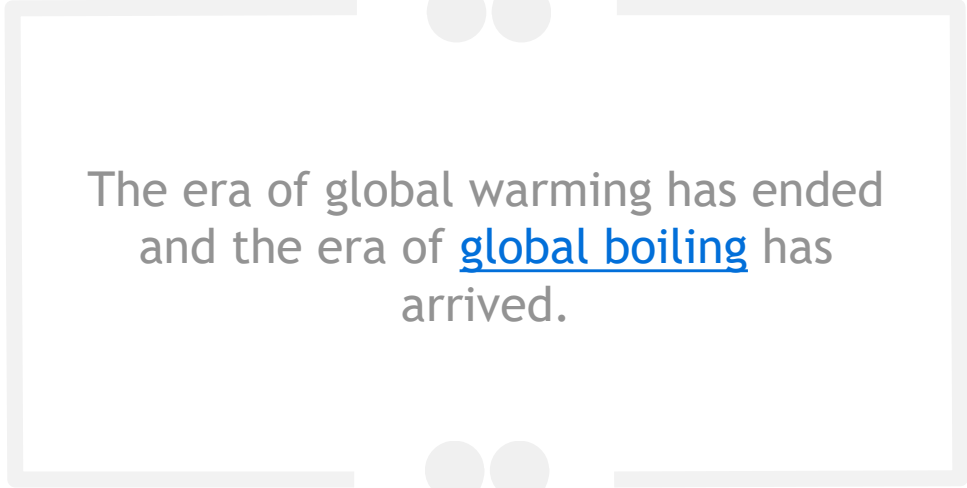
- In 2023, record-breaking heatwaves and the El Niño climate pattern intensified heat and drought conditions across Latin America.
- Amidst these challenges, there is an opportunity for food and drink companies to support consumers by offering products with **hydrating and cooling ingredients** such as electrolytes and herbs that replenish lost minerals and vitamins.
- Local, soothing ingredients like **coconut** can not only provide relief but also align with consumer [preferences for local F&D products](#), helping to build a more **sustainable supply chain**.

Welcome to the new era of global boiling

2023 was the [hottest year](#) on record, marking a transition from a warming phase to an 'era of global boiling,' according to the UN.

This shift is evident in Latin America, where heatwaves, [droughts](#), wildfires and extreme weather events are occurring more frequently.

LATAM is particularly vulnerable to extended heatwaves due to the El Niño climate pattern, which leads to higher temperatures and less rainfall, affecting agriculture, food and water supplies, and contributing to food inflation.



The era of global warming has ended
and the era of [global boiling](#) has
arrived.

Antonio Guterres, United Nations Secretary General

Help consumers adjust their daily habits to cope with the heat

Refillable bottles and hydration stations

Brands can anticipate the importance of staying hydrated during future heat events by integrating [drinking fountains in shops](#).

They can give away branded refilling bottles as a way to raise awareness.

Becoming a [free hydration station](#) will not only entice consumers into the store, but also opens impulse selling prospects by offering flavored concentrates and powder mixes alongside water.

Dutch supermarket chain Albert Heijn has teamed up with Dutch sustainable water bottle company Dopper to install Dopper Water Taps in five stores.



Food and drink can play a key role in protecting from heat

In extreme heat, health authorities advise drinking fluids and avoiding sugary or alcoholic drinks to prevent dehydration. While this will create new opportunities for products with hydrating ingredients and healthy formulations, it will also challenge indulgent categories to offer not only comfort but also heat relief.

F&D can play a role in protecting against extreme heat by promoting hydration and refreshment. Products with hydrating ingredients, electrolytes, and cooling herbs can help replenish essential minerals and vitamins that are lost through sweat.

Warmer weather will not prevent consumers from craving treats. Indulgent offerings can redefine the idea of comfort via recipes that combine contrasting flavors and textures, like [Hershey's Cookies 'n' Creme Frozen Fruit Strawberries](#) which combines the sweetness of white creme with the tartness of strawberries.



The [PAHO](#) has created resources to help people protect from heatwaves

A challenging financial situation can add to a hostile climate reality

Rising temperatures will raise the need for healthy and cost-effective hydration solutions, especially for those in challenging financial situations*.

EATING HEALTHY COMES WITH A
PRICE

35%

of Chilean and Brazilian consumers* agree that it's too expensive to eat a healthy diet

SET BUDGET

27%

of Brazilian adults* stick to a set budget for groceries all the time (highest in LATAM where average is 17%)

SWITCHING BRANDS TO SAVE
MONEY

31%

of Brazilian consumers* have switched to a different food/drink brand to save Money in the past year

Base: Argentina, Chile, Mexico, Colombia, Peru: 1,000 internet users aged 18+ in each market; Brazil: 1,000 internet users aged 16+

Source: Kantar Profiles/Mintel, March 2024

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Powdered mixes with health benefits can resonate with cost-consumers

There's room for powdered formulations with electrolytes or other hydrating ingredients.



Splenda branches out to promote hydration
[Splenda Cucurbit and Lime Flavored Drink Mix](#) is said to be hydrating and feature a delicious flavor. It is free from sugar as it is sweetened with Splenda (Mexico).



Green mix, multivitamins and minerals
[Colabella Mix Instant Kale and Kiwi Drink Mix](#) claims to be anti-inflammatory, contains antioxidants, and is a source of multi-vitamins and multi-minerals. It is 100% natural and is a natural source of iron and calcium (Argentina).

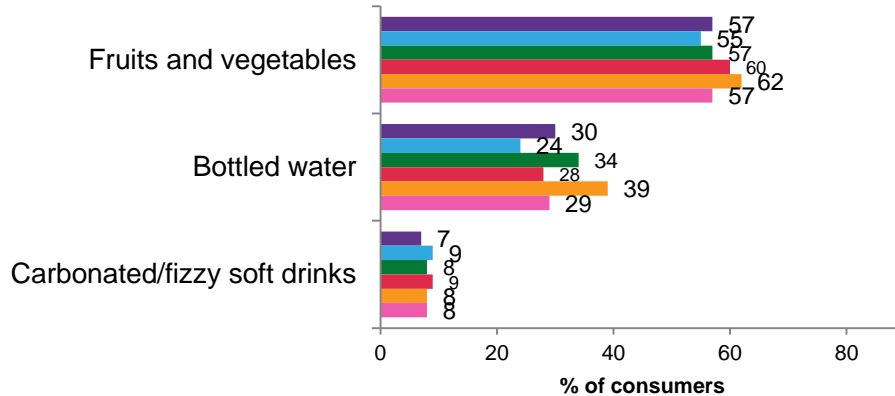


Powdered tea with antioxidants
[Laica Lif White Tea and Blueberry Iced Tea Mix](#) is low in calories and contains antioxidants in the form of polyphenols that are naturally present in tea (Costa Rica).

Highlight hydration's key role in surviving hot weather

Select Latin America markets: food and drink spending priorities, high priority, 2023*

■ Argentina ■ Brazil ■ Chile ■ Colombia ■ Mexico ■ Peru



Foods with high water content, like fruit and vegetables, can also help keep people hydrated.

Amid this scenario, fruit and vegetables' appeal will only continue to increase as they already are a **high spending priority**.

Base: Argentina, Chile, Colombia, Mexico, Peru: 1,000 internet users aged 18+ in each market; Brazil: 1,000 internet users aged 16+

Source: [Kantar Profiles/Mintel, March 2023](#)

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Design easy hydration solutions for the elderly

The **aging population** will challenge brands to serve the needs of those who struggle to stay hydrated, like the elderly.

[Jelly Drops](#) are a sugar-free treat, made of 95% water with added electrolytes and vitamins, designed to boost hydration.



Boost hydration through an irresistible sweet

Jelly Drops are an innovative sugar-free treat, made of 95% water with added electrolytes & vitamins, designed to increase fluid intake.

Popular with people with dementia, the elderly & others who struggle to stay hydrated.

BUY JELLY DROPS



"They have changed her life"
- Mrs J Powis



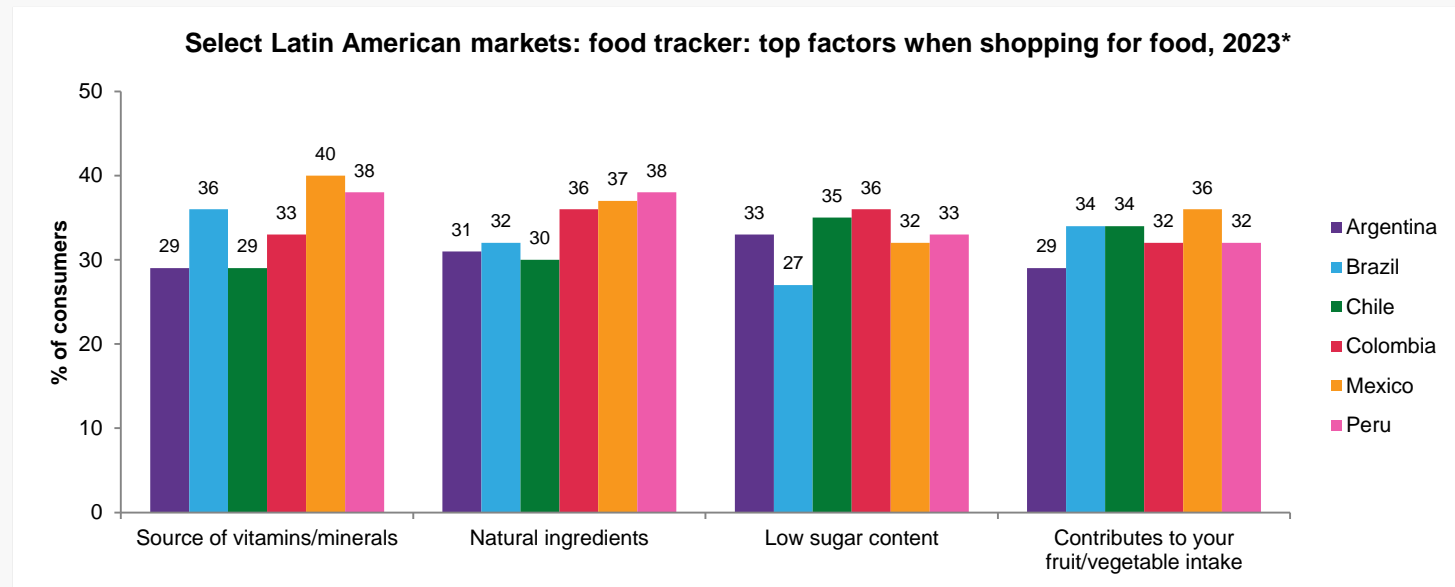
5/5 from [505 reviews](#)

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LATAM consumers already favor food and drink that can help protect from the heat

LATAM adults* already pay attention to several claims that can boost heat-resilience. Brands can explain how these factors can help consumers stay healthy during hot weather.



Base: Argentina, Chile, Mexico, Colombia, Peru: 1,000 internet users aged 18+ in each market; Brazil: 1,000 internet users aged 16+

Source: [Kantar Profiles/Mintel, September 2023](#)



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Sugar-free claims will stay relevant amidst rising temperatures

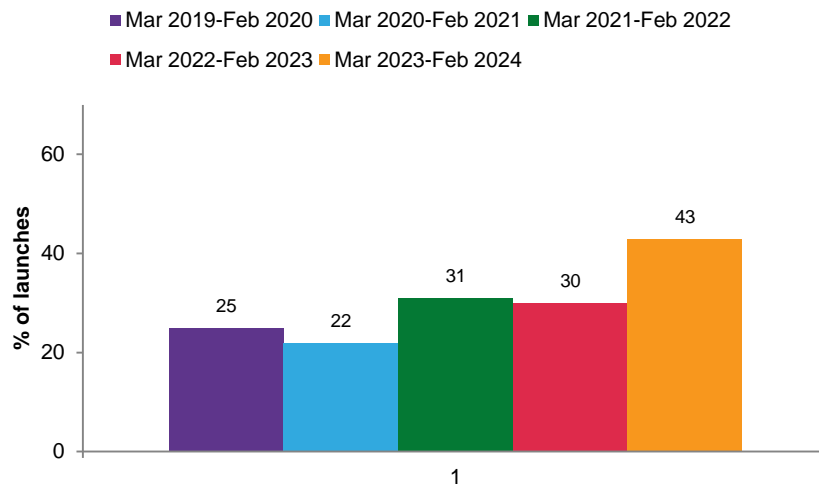
While bottled water in general benefits from a healthy image, **sugar-free claims are rising**, particularly among **flavored water launches** in the region.

While still low, the growing number of sugar-free claims in flavored water is a reflection of the **heightened consumer interest in low-sugar claims** since [on-pack warning labels](#) were introduced in many LATAM markets.

Sugar-free flavored water brands can emphasize the need to make up for fluids lost through sweat.

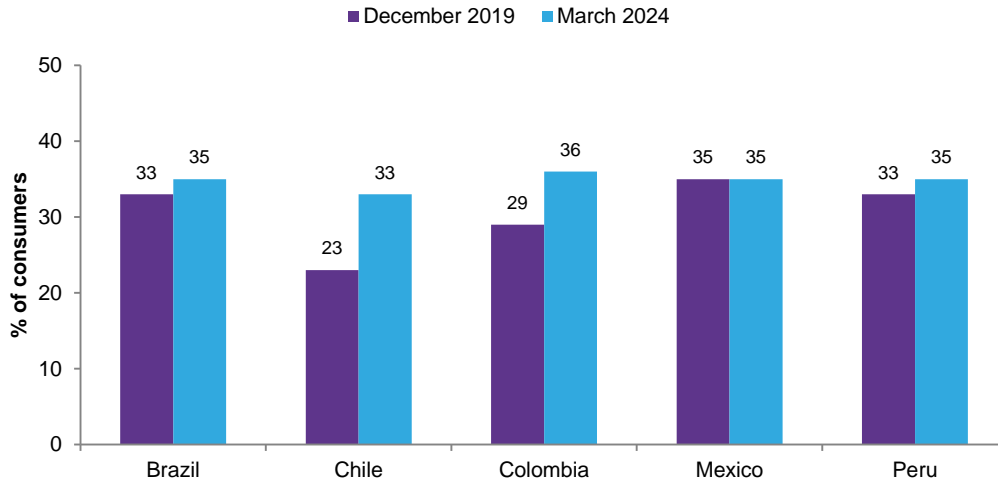
They can also compare their benefits against those of sugary drinks by highlighting how these can cause the cells in the body to transfer more water and increase urination, and thus lead to dehydration.

Latin America: flavored bottled water launches, by share of sugar-free claims, 2019-24



Tap into consumers' growing focus on vitamins and minerals

Select Latin Americans markets: food tracker: top factors when shopping for food, source of vitamins/minerals, 2019-24



In most LATAM markets surveyed in 2019 and 2024, there has been a uptick in the percentage of consumers who prioritize vitamins and minerals.

Brands have an opportunity to **underscore the crucial role that vitamins and minerals play in maintaining the body's nutrient balance**, supporting hydration, and compensating for nutrient loss due to sweating.

Base: Chile, Mexico, Colombia, Peru: 1,000 internet users aged 18+ in each market; Brazil: 1,000 internet users aged 16+

Source: Lightspeed/Mintel, Offerwise/Mintel, [December 2019](#), Kantar Profiles/Mintel, [March 2024](#)

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Highlight the importance of boosting natural defense systems

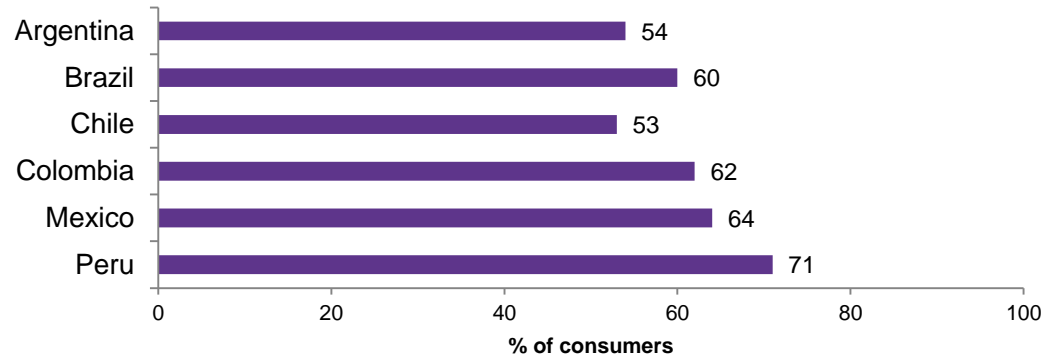
Immunity-boosting products can help consumers protect against rising temperatures and extreme heat by supporting the body's natural defense mechanisms.

For instance, staying hydrated is crucial during periods of high heat, and **hydration has been linked to improved immunity.**

Products that combine [hydration benefits with immune support](#) can offer a dual advantage, helping consumers to maintain fluid balance while also supporting their immune system.

Select Latin American markets: perceived health benefits, a strong immune system, 2023*

■ I am interested in and would pay more for food and drink that supports a strong immune system



Base: Argentina, Chile, Colombia, Mexico, Peru: 1,000 internet users aged 18+ in each market; Brazil: 1,000 internet users aged 16+

Source: [Kantar Profiles/Mintel, September 2023](#)

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Look to APAC for mineral supplementation during heatwaves



Sodium, silica and vitamins
[Ito En Vitamin Strong Carbonated Lemon Drink with Vitamins](#) is the first sparkling water in Japan to promote itself as a drink to prevent heat stroke. The product contains sodium, silica and five water-soluble vitamins (Japan).

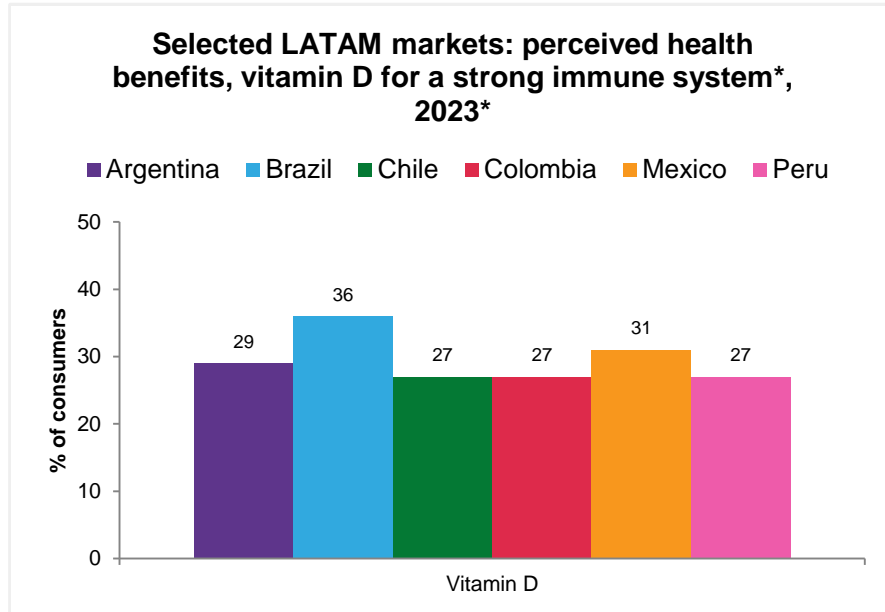


Sodium, potassium and dextrose
[BMTF Lemon Flavored Electrolyte Drink](#) offers premium hydration and is designed to tackle sweating. It contains sodium chloride, which replenishes electrolytes and prevents heat cramps, and dextrose which corrects dehydration (Bangladesh).



Sodium, citric acid and potassium
[Kabaya Enbun Charge Flat Lemon Flavor Sodium Tablet](#) features candy pieces and sea salt. It provides the body with sodium, citric acid and potassium. It bears the Heatstroke Zero logo, which aims to help prevent heat stroke cases (Japan).

Address vitamin D deficiency



Brazilians are most likely to consume vitamin D for a strong immune system

Known as the sunshine vitamin, vitamin D supports calcium absorption, bone development and immune function. Globally, 1 billion people have a [vitamin D deficiency](#).

As few foods are naturally rich in vitamin D, fortified products can assist.

Global launches of drinks with vitamin D [have grown over the past years](#), spurred by the increase in consumer awareness.

Base: Argentina, Chile, Mexico, Colombia, Peru: 1,000 internet users aged 18+ in each market; Brazil: 1,000 internet users aged 16+

Source: [Offerwise/Mintel](#), [Kantar Profiles/Mintel](#), March 2023

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Address vitamin D deficiency

Despite the growing use of vitamin D in beverages to confer an immunity benefit, [vitamin C](#) is still the most popular ingredient found in immunity-boosting drinks.



Vitamin D's daily dose, unsweetened for versatility

[Tang Balance Lemonade Flavored Beverage Mix](#) is unsweetened and fortified with 100% of the recommended intake of vitamins C and D in two 200ml glasses (Argentina).



Vitamin D and probiotics

[Hindú Superblends Immunity Orange Flavor Aromatic Herbs Infusion](#) is a mix of ginger, turmeric and cardamom. It is fortified with vitamin D for the immune system and probiotics (*Bacillus coagulans*) to improve digestive function (Peru).



Vitamin D3

[Petit Frutaris Citrus Fruits Flavored Drink](#) retails in a newly updated 3L bottle. It is described as a drink with the addition of natural oils such as orange, lemon and tangerine. It is enriched with vitamins A and D3, and zinc (Peru).

Take coconut to new drink territories

As a natural source of electrolytes, coconut water can appeal to those prioritizing natural ingredients for hydration.



Coconut-flavored sugar-free sports drink

[Jumex Hydrolit Sugar-Free Coconut Flavored Hydrating Drink](#) contains electrolytes including magnesium, chloride, zinc, calcium, lactate, potassium and citrate. It is enriched with vitamins including B3, B6 and B12 (Mexico).



[Coconut reduced-caffeine juice drink Starbucks Refreshers Pink Reduced Caffeine Juice Drink](#) is mixed with raw coffee espresso liquid. It contains 20% juice and coconut starch (China).



[Coconut water, low-carb sports drink Jungle Strawberry with Lime Flavor Low Carb Supplement Drink](#) contains coconut water, vitamin C and magnesium. It is said to enhance energy, facilitate recovery and boost immunity (Brazil).

Flavored ice can spice up refreshing drinks



Rising temperatures offer a unique opportunity to innovate with flavored ice to enhance the consumer experience during extreme heat events.

Moreover, non-alcoholic beverages with flavored ice can serve as a healthier, hydrating alternative to traditional alcoholic drinks.

Incorporating cooling herbs, fruits and electrolytes into flavored ice can offer a dual benefit of taste and heat relief.

Redefine indulgence with refreshing fruits and airy textures



Fresh raspberries + double chocolate coating
[Franuí Raspberries Coated in Milk Chocolate + White Chocolate](#) contain 100% natural, fresh raspberries from Patagonia, coated in creamy white Rapanui chocolate and a touch of sweet dark chocolate (Colombia, imported from Argentina).



Purée and macaron pieces
[Häagen-Dazs x Pierre Hermé Strawberry & Raspberry Macaron Ice Cream](#) is described as a strawberry-flavored ice cream with macaron pieces and raspberry purée (Mexico, imported from France).

Frozen Chocolate-Covered Fruit from Hershey's



Chilled and frozen snacks will gain momentum for refreshment, but...



Summer launch, served chilled [Bâton D'Or Yubari Cantaloupe Melon Biscuit Sticks](#) were launched for Summer 2023 and are designed to be served chilled. They contain 24% of Yubari cantaloupe melon juice, thus featuring the aroma, richness and sweetness of this melon (Japan).



Chilled bars highlight freshness and naturalness [Quunno Squares Vegan Energy Bars](#) claim to be freshly made with just seven vegan and raw natural ingredients. The brand claims that their bars require refrigeration because they are free from additives and preservatives (Colombia).



77 calories and antioxidants [Goodness Kitchen Choc Bites Pineapple Single Dipped in Smooth Dark Choc](#) contain 77 calories per serve, and are powerful antioxidants. They are snap-frozen to lock in the goodness and dipped in smooth dark chocolate (New Zealand).

... shelf-stable foods will be needed for weather emergencies



Eight hours out of the fridge
[Danone YoPRO Strawberry Flavored Yogurt](#) contains 15g of protein, is free from lactose and added sugars, and can be consumed within eight hours out of the fridge (Brazil).



Advanced packaging and processing technology
[Vapza Chicken Breast with Arracacha](#) contains selected ingredients made according to a homemade recipe, packaged and steamed with advanced technology without the need to add preservatives or refrigeration (Brazil).

Mintel recommends

The price of 'global boiling'

LATAM is particularly vulnerable to extended heatwaves due to El Niño, which leads to higher temperatures and less rainfall, affecting agriculture, food and water supplies and contributing to food inflation.

Amidst these challenges, food and drink brands are challenged to offer hydration solutions that don't feel like a luxury.

Go local to offer optimal hydration and nutrition

During heatwaves, maintaining proper hydration is vital to support immune health and prevent dehydration.

Local, soothing ingredients like coconut and aloe vera not only provide relief but also align with consumer preferences for local products and could help build a more sustainable supply chain.

Refresh the concept of indulgence

Rising temperatures will drive demand for sweets, desserts and ice cream that not only satisfy the desire for pleasure but also offer cooling relief.

Chilled and frozen formats can open new opportunities for snacks and cookies, and ice creams to adopt more refreshing ingredients like fruits and light, airy textures.

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Experts in what consumers want and why

Obrigada! Perguntas? Comentários?



Graciana Méndez
Principal Regional Insights, LATAM
gmendez@intel.com



John Ross
VP Sales- LATAM
jross@intel.com



Talita Prado
Director, Account Management - Brazil
tprado@intel.com