

Unlocking Insights on Fermented Beverages in LATAM

Health aspects have become one of the most important factors to consumers when buying F&B. They also think that flavors and novelty should drive the development of new products.

+10%

Average annual growth rate of new **fermented beverage** launches tracked (LATAM, CAGR, 2019 Vs. 2023, 5 years ending Sep 2023)

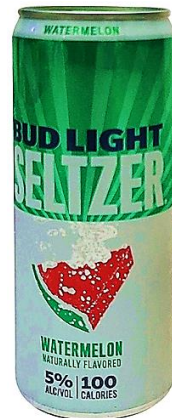


+54%

Bud Light Watermelon Flavored Seltzer

Honduras, May 2023

Average annual growth rate of new fermented **alcoholic beverages** launches tracked (LATAM, CAGR, 2019 Vs. 2023, 5 years ending Sep 2023)



+19%

average annual growth rate of new fermented beverage launches tracked with **blackberry** flavor (LATAM, CAGR, 2019 Vs. 2023, 5 years ending Sep 2023)



15%

of new fermented beverage launches tracked are **strawberry** flavored (LATAM, Q4 2022 – Q3 2023)



Kaarú: Whole Yogurt with Blackberry Flavor

Ecuador, Sep 2023



Health Ade Pop Strawberry Vanilla Tea Soda

Panama, Apr 2023

17%

of consumers in LATAM have **incorporated beneficial bacteria (e.g., probiotics, fermented foods..)** to improve their health in the past 12 months (Innova Health & Nutrition Survey, 2023)



58%

of consumers in LATAM say that **taste/flavor** is the most influencing purchasing decision attribute when buying non-alcoholic alternative beverages (Innova Category Survey, 2023)



Puro Verde: Carbonated Kombucha with Pineapple and Hibiscus

Brazil, Apr 2023