

Spirits in Brazil

Market Direction | 2022-07-07 | 34 pages | Euromonitor

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Report description:

In Brazil, success in alcoholic drinks can be tough, as it is an already saturated industry, having one of the biggest consumer bases for beer and having high penetration of cachaca. However, 2020 and 2021 showed that there is plenty of space still left to explore, while also introducing a problem: the high cost of logistics. With this in mind, companies that wanted to have deeper penetration in the Brazilian market tended to focus on developing their own logistics, utilising e-commerce and the...

Euromonitor International's Spirits in Brazil report offers a comprehensive guide to the size and shape of the market at a national level. It provides the latest retail sales data (2017-2021), allowing you to identify the sectors driving growth. It identifies the leading companies, the leading brands and offers strategic analysis of key factors influencing the market - be they legislative, distribution or pricing issues. Forecasts to 2026 illustrate how the market is set to change.

Product coverage: Brandy and Cognac, Liqueurs, Non Alcoholic Spirits, Other Spirits, Rum, Tequila (and Mezcal), Whiskies, White Spirits.

Data coverage: market sizes (historic and forecasts), company shares, brand shares and distribution data.

Why buy this report?

- * Get a detailed picture of the Spirits market;
- * Pinpoint growth sectors and identify factors driving change;
- * Understand the competitive environment, the market's major players and leading brands;
- * Use five-year forecasts to assess how the market is predicted to develop.

Euromonitor International has over 40 years' experience of publishing market research reports, business reference books and online information systems. With offices in London, Chicago, Singapore, Shanghai, Vilnius, Dubai, Cape Town, Santiago, Sydney, Tokyo and Bangalore and a network of over 800 analysts worldwide, Euromonitor International has a unique capability to develop reliable information resources to help drive informed strategic planning.

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SPIRITS IN BRAZIL

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Increasing availability through partnerships is the name of the game

Education on the home preparation of cocktails drives growth

On-trade recuperation leads to auspicious times for spirits

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The rise of claims in spirits

Polarisation, with new drinks for different consumer groups

Cachaca sees opportunities during crisis

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ALCOHOLIC DRINKS IN BRAZIL

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