

Wine in Brazil

Market Direction | 2022-07-07 | 35 pages | Euromonitor

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Report description:

2021 saw the consolidation of two wine companies which were amongst the biggest players in the category in Brazil, namely Wine and Evino. Interestingly, both of them are digital natives and were established to offer wine online. While Wine focuses on its Signature Club, Evino appeals with promotions and multi-bottle deals. During the year both companies showed interesting advances. Wine bought Cantu Importadora, previously one of the biggest importers of wine, responsible for commercialising imp...

Euromonitor International's Wine 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: Fortified Wine and Vermouth, Non-Grape Wine, Sparkling Wine, Still Light Grape Wine.

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

Why buy this report?

- * Get a detailed picture of the Wine 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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WINE IN BRAZIL

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Breaking away from seasonality offers a chance for white, rose and sparkling wines

In search of new consumption occasions, the concept of wine bars sees dynamism

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