

## **Coffee in Brazil**

Market Direction | 2022-12-09 | 23 pages | Euromonitor

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### **Report description:**

Demand for instant coffee remains stable in 2022, following consistent low retail volume growth over the review period. On the other hand, retail volume sales of fresh coffee, which dominate demand in Brazil, are marginally declining, although they remain higher than pre-pandemic levels. The resilience of instant coffee, which offers time-pressed consumers greater convenience, is encouraging players to consider this format as a possible avenue of further investment. Instant coffee has already ex...

Euromonitor International's Coffee 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: Fresh Coffee, Instant Coffee.

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

Why buy this report?

- \* Get a detailed picture of the Coffee 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.

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Euromonitor International  
December 2022

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