

## **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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## Table of Contents:

Coffee in Brazil  
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### List Of Contents And Tables

#### COFFEE IN BRAZIL

##### KEY DATA FINDINGS

##### 2022 DEVELOPMENTS

Instant coffee offers further possibilities, although fresh coffee remains dominant choice

Impact of inflation and climate change on coffee sales

Limitations for premium coffee due to changing consumer preferences

##### PROSPECTS AND OPPORTUNITIES

Instant coffee offers further growth potential through flexibility and differentiation

Investing in the supply chain

Consumers increasingly search for alternative sources of caffeine

##### CATEGORY DATA

Table 1 Retail Sales of Coffee by Category: Volume 2017-2022

Table 2 Retail Sales of Coffee by Category: Value 2017-2022

Table 3 Retail Sales of Coffee by Category: % Volume Growth 2017-2022

Table 4 Retail Sales of Coffee by Category: % Value Growth 2017-2022

Table 5 Retail Sales of Fresh Ground Coffee Pods by Hard vs Soft: % Volume 2017-2022

Table 6 NBO Company Shares of Coffee: % Retail Value 2018-2022

Table 7 LBN Brand Shares of Coffee: % Retail Value 2019-2022

Table 8 Forecast Retail Sales of Coffee by Category: Volume 2022-2027

Table 9 Forecast Retail Sales of Coffee by Category: Value 2022-2027

Table 10 □Forecast Retail Sales of Coffee by Category: % Volume Growth 2022-2027

Table 11 □Forecast Retail Sales of Coffee by Category: % Value Growth 2022-2027

#### HOT DRINKS IN BRAZIL

##### EXECUTIVE SUMMARY

Hot drinks in 2022: The big picture

2022 key trends

Competitive landscape

Retailing developments

Foodservice vs retail split

What next for hot drinks?

##### MARKET DATA

Table 12 Sales of Hot Drinks by Retail vs Foodservice: % Volume Breakdown 2017-2022

Table 13 Sales of Hot Drinks by Retail vs Foodservice: % Volume Growth 2017-2022

Table 14 Retail Sales of Hot Drinks by Category: Volume 2017-2022

Table 15 Retail Sales of Hot Drinks by Category: Value 2017-2022

Table 16 Retail Sales of Hot Drinks by Category: % Volume Growth 2017-2022

Table 17 Retail Sales of Hot Drinks by Category: % Value Growth 2017-2022

Table 18 Foodservice Sales of Hot Drinks by Category: Volume 2017-2022

Table 19 Foodservice Sales of Hot Drinks by Category: % Volume Growth 2017-2022

Table 20 Total Sales of Hot Drinks by Category: Total Volume 2017-2022

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Table 21 ☐Total Sales of Hot Drinks by Category: % Total Volume Growth 2017-2022  
Table 22 ☐NBO Company Shares of Hot Drinks: % Retail Value 2018-2022  
Table 23 ☐LBN Brand Shares of Hot Drinks: % Retail Value 2019-2022  
Table 24 ☐Penetration of Private Label in Hot Drinks by Category: % Retail Value 2017-2022  
Table 25 ☐Retail Distribution of Hot Drinks by Format: % Volume 2017-2022  
Table 26 ☐Retail Distribution of Hot Drinks by Format and Category: % Volume 2022  
Table 27 ☐Forecast Sales of Hot Drinks by Retail vs Foodservice: % Volume Breakdown 2022-2027  
Table 28 ☐Forecast Sales of Hot Drinks by Retail vs Foodservice: % Volume Growth 2022-2027  
Table 29 ☐Forecast Retail Sales of Hot Drinks by Category: Volume 2022-2027  
Table 30 ☐Forecast Retail Sales of Hot Drinks by Category: Value 2022-2027  
Table 31 ☐Forecast Retail Sales of Hot Drinks by Category: % Volume Growth 2022-2027  
Table 32 ☐Forecast Retail Sales of Hot Drinks by Category: % Value Growth 2022-2027  
Table 33 ☐Forecast Foodservice Sales of Hot Drinks by Category: Volume 2022-2027  
Table 34 ☐Forecast Foodservice Sales of Hot Drinks by Category: % Volume Growth 2022-2027  
Table 35 ☐Forecast Total Sales of Hot Drinks by Category: Total Volume 2022-2027  
Table 36 ☐Forecast Total Sales of Hot Drinks by Category: % Total Volume Growth 2022-2027

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SOURCES

Summary 1 Research Sources

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