

Alcoholic Drinks in Brazil

Market Direction | 2024-07-03 | 74 pages | Euromonitor

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Report description:

2023 was a more challenging year for alcoholic drinks in Brazil, which had shown resilience and solid total volume growth over 2020-2022 despite the COVID-19 pandemic. In 2023, total volume decreases were experienced across mid-priced lager, wine-based RTDs, wine, and certain spirits categories, such as whiskies and gin. These declines were influenced by rampant inflation, competition from other post-COVID-19 leisure activities, and a reversion to pre-pandemic consumption patterns.

Euromonitor International's Alcoholic Drinks 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 (2019-2023), 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 2028 illustrate how the market is set to change.

Product coverage: Beer, Cider/Perry, RTDs, Spirits, 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 Alcoholic Drinks 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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