

Spirits in Brazil

Market Direction | 2024-07-03 | 32 pages | Euromonitor

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Report description:

Total volume growth of spirits in Brazil remained in positive territory in 2023, but saw a significant slowdown. One factor contributing to this slowdown was the fact that after several years of solid total volume growth in Brazil, more premium spirits categories, such as whiskies and gin, faced total volume decreases in 2023, driven by consumers' more restricted wallets in a post-pandemic context, in which competition came not only from other alcoholic drinks, but also from other leisure activi...

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 (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: 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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