

Wine in Brazil

Market Direction | 2024-07-03 | 33 pages | Euromonitor

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Report description:

In 2023, wine in Brazil maintained a similar performance to 2021 and 2022, with decreasing total volume sales, driven purely by the continued poor performance of still red wine in the country. This is due consumers' lack of interest in the category, stemming from a variety of reasons, including high prices, and production problems faced worldwide by the category, including bad weather in Europe, and lower production in Chile and Argentina. In addition, the lack of fit of red wine to the warming...

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 (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: Fortified Wine and Vermouth, Non Alcoholic Wine, 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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New opportunities for premium sparkling wine in 2023

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