

Beer Industry in Brazil 2020

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Abstracts

With clubs, bars, and restaurants shut down in Brazil and around the world in the wake of the rampant coronavirus outbreak, the beer industry in Brazil has taken a massive hit. Brazil has been one of the worst-hit countries in the region by the COVID-19 pandemic. The economic fallout and major impacts on various industries in the coming years are going to be significant.

With Brazil looking at yet another year of negative real GDP growth in 2020, the beer industry and other alcoholic beverages market is likely to struggle. With the Brazilian population setting its priorities on essential items only, especially amid concerns about unemployment, the beer industry in Brazil stares at an undetermined future. There's no telling what the market graph will look like and when things are going to return to normal.

Amidst all this, the major beer player in Brazil, Ambev SA, a subsidiary of Anheuser Busch InBev, has converted its Brazil beer brewery into a sanitizer plant in a move significant of many private sector firms in the country stepping up to help the government battle the pandemic.

Aruvian Research presents a complete analysis of the Brazilian beer sector in its research report Beer Industry in Brazil 2020. The report includes the following:

Industry definition

Industry overview

Brief analysis of the global beer industry including market statistics, market value & volume analysis, and an industry forecast till 2023.

Industry analysis of the Brazilian beer market through market value and market volume

Industry segmentation

Analysis of major distribution channels

Market share analysis of the major players in Brazil

Industry forecast up to 2023.

A Porter's Five Forces Framework analysis of the Brazilian beer industry is also included in the report, which looks at the various competitive factors impacting the industry from all sides and how these forces affect the buyers, suppliers, and other participants of the Brazilian beer industry.

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