

# Alcoholic Drinks in Brazil

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## Abstracts

2022 marked a significant step in Brazil's post-COVID-19 recovery, as consumers began to fully embrace socialisation and return to their former habits. Many people went back to their offices, resumed open-air sports, and reconnected with friends by going out. These "novelties" were particularly noteworthy in the Brazilian market, which saw a resurgence in consumer activity.

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 (2018-2022), 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 2027 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.

## Contents

### ALCOHOLIC DRINKS IN BRAZIL

#### EXECUTIVE SUMMARY

Alcoholic drinks in 2022: The big picture

2022 key trends

Competitive landscape

Retailing developments

On-trade vs off-trade split

What next for alcoholic drinks?

#### MARKET BACKGROUND

Legislation

Legal purchasing age and legal drinking age

Drink driving

Advertising

Smoking ban

Opening hours

On-trade establishments

Table 1 Number of On-trade Establishments by Type 2016-2022

#### TAXATION AND DUTY LEVIES

Summary 1 Taxation and Duty Levies on Alcoholic Drinks 2022

#### OPERATING ENVIRONMENT

Contraband/parallel trade

Duty free

Cross-border/private imports

#### KEY NEW PRODUCT LAUNCHES

Outlook

#### MARKET INDICATORS

Table 2 Retail Consumer Expenditure on Alcoholic Drinks 2017-2022

#### MARKET DATA

Table 3 Sales of Alcoholic Drinks by Category: Total Volume 2017-2022

Table 4 Sales of Alcoholic Drinks by Category: Total Value 2017-2022

Table 5 Sales of Alcoholic Drinks by Category: % Total Volume Growth 2017-2022

Table 6 Sales of Alcoholic Drinks by Category: % Total Value Growth 2017-2022

Table 7 Sales of Alcoholic Drinks by Category by Off-trade vs On-trade: Volume 2022

Table 8 Sales of Alcoholic Drinks by Category by Off-trade vs On-trade: Value 2022

Table 9 Sales of Alcoholic Drinks by Category by Off-trade vs On-trade: % Volume 2022

Table 10 Sales of Alcoholic Drinks by Category by Off-trade vs On-trade: % Value 2022

Table 11 GBO Company Shares of Alcoholic Drinks: % Total Volume 2018-2022

Table 12 Distribution of Alcoholic Drinks by Format: % Off-trade Value 2017-2022

Table 13 Distribution of Alcoholic Drinks by Format and by Category: % Off-trade Volume 2022

Table 14 Forecast Sales of Alcoholic Drinks by Category: Total Volume 2022-2027

Table 15 Forecast Sales of Alcoholic Drinks by Category: Total Value 2022-2027

Table 16 Forecast Sales of Alcoholic Drinks by Category: % Total Volume Growth 2022-2027

Table 17 Forecast Sales of Alcoholic Drinks by Category: % Total Value Growth 2022-2027

DISCLAIMER

SOURCES

Summary 2 Research Sources

BEER IN BRAZIL

KEY DATA FINDINGS

2022 DEVELOPMENTS

Despite seeing a slowdown, continued total volume growth shows resilience of beer

Move from aluminium cans to glass bottles in the on-trade

ABI becomes more than a brewery – a brand platform

PROSPECTS AND OPPORTUNITIES

Appealing to identity, and segmented branding

Packaging and sustainability: Back to glass and more

Non alcoholic beer likely to see saturation

CATEGORY BACKGROUND

Lager price band methodology

Summary 3 Lager by Price Band 2022

Table 18 Number of Breweries 2017-2022

CATEGORY DATA

Table 19 Sales of Beer by Category: Total Volume 2017-2022

Table 20 Sales of Beer by Category: Total Value 2017-2022

Table 21 Sales of Beer by Category: % Total Volume Growth 2017-2022

Table 22 Sales of Beer by Category: % Total Value Growth 2017-2022

Table 23 Sales of Beer by Off-trade vs On-trade: Volume 2017-2022

Table 24 Sales of Beer by Off-trade vs On-trade: Value 2017-2022

Table 25 Sales of Beer by Off-trade vs On-trade: % Volume Growth 2017-2022

Table 26 Sales of Beer by Off-trade vs On-trade: % Value Growth 2017-2022

Table 27 Sales of Beer by Craft vs Standard 2017-2022

Table 28 GBO Company Shares of Beer: % Total Volume 2018-2022

Table 29 NBO Company Shares of Beer: % Total Volume 2018-2022

Table 30 LBN Brand Shares of Beer: % Total Volume 2019-2022

Table 31 Forecast Sales of Beer by Category: Total Volume 2022-2027

Table 32 Forecast Sales of Beer by Category: Total Value 2022-2027

Table 33 Forecast Sales of Beer by Category: % Total Volume Growth 2022-2027

Table 34 Forecast Sales of Beer by Category: % Total Value Growth 2022-2027

## WINE IN BRAZIL

### KEY DATA FINDINGS

#### 2022 DEVELOPMENTS

Consumption slowdown, with still red wine losing out

Strong increases for sparkling wine and still rosé wine due to celebrations

Prices, inflation, and the rising cost of living

### PROSPECTS AND OPPORTUNITIES

Innovation shifts to communication

Quality improvement of table wine is an opportunity

Competing with beer – an opportunity or challenge?

### CATEGORY DATA

Table 35 Sales of Wine by Category: Total Volume 2017-2022

Table 36 Sales of Wine by Category: Total Value 2017-2022

Table 37 Sales of Wine by Category: % Total Volume Growth 2017-2022

Table 38 Sales of Wine by Category: % Total Value Growth 2017-2022

Table 39 Sales of Wine by Off-trade vs On-trade: Volume 2017-2022

Table 40 Sales of Wine by Off-trade vs On-trade: Value 2017-2022

Table 41 Sales of Wine by Off-trade vs On-trade: % Volume Growth 2017-2022

Table 42 Sales of Wine by Off-trade vs On-trade: % Value Growth 2017-2022

Table 43 Sales of Still Red Wine by Price Segment: % Off-trade Volume 2017-2022

Table 44 Sales of Still Rosé Wine by Price Segment: % Off-trade Volume 2017-2022

Table 45 Sales of Still White Wine by Price Segment: % Off-trade Volume 2017-2022

Table 46 Sales of Other Sparkling Wine by Price Segment: % Off-trade Volume 2017-2022

Table 47 GBO Company Shares of Still Light Grape Wine: % Total Volume 2018-2022

Table 48 NBO Company Shares of Still Light Grape Wine: % Total Volume 2018-2022

Table 49 LBN Brand Shares of Still Light Grape Wine: % Total Volume 2019-2022

Table 50 GBO Company Shares of Champagne: % Total Volume 2018-2022

Table 51 NBO Company Shares of Champagne: % Total Volume 2018-2022

Table 52 LBN Brand Shares of Champagne: % Total Volume 2019-2022

Table 53 GBO Company Shares of Other Sparkling Wine: % Total Volume 2018-2022

Table 54 NBO Company Shares of Other Sparkling Wine: % Total Volume 2018-2022

Table 55 LBN Brand Shares of Other Sparkling Wine: % Total Volume 2019-2022

Table 56 GBO Company Shares of Fortified Wine and Vermouth: % Total Volume 2018-2022

Table 57 NBO Company Shares of Fortified Wine and Vermouth: % Total Volume 2018-2022

Table 58 LBN Brand Shares of Fortified Wine and Vermouth: % Total Volume 2019-2022

Table 59 GBO Company Shares of Non-grape Wine: % Total Volume 2018-2022

Table 60 NBO Company Shares of Non-grape Wine: % Total Volume 2018-2022

Table 61 LBN Brand Shares of Non-grape Wine: % Total Volume 2019-2022

Table 62 Forecast Sales of Wine by Category: Total Volume 2022-2027

Table 63 Forecast Sales of Wine by Category: Total Value 2022-2027

Table 64 Forecast Sales of Wine by Category: % Total Volume Growth 2022-2027

Table 65 Forecast Sales of Wine by Category: % Total Value Growth 2022-2027

## SPIRITS IN BRAZIL

### KEY DATA FINDINGS

#### 2022 DEVELOPMENTS

The renaissance of whiskies

On-trade recovery, but challenges start to become evident

High quality of Brazilian gins evidenced by awards

### PROSPECTS AND OPPORTUNITIES

Bespoke on-trade packaging and products

Brazilian flavours appreciated by consumers

Cocktails and bartenders as the new centre of attention

### CATEGORY BACKGROUND

Vodka, gin, other blended Scotch whisky, dark rum and white rum price band methodology

Summary 4 Benchmark Brands 2022

### CATEGORY DATA

Table 66 Sales of Spirits by Category: Total Volume 2017-2022

Table 67 Sales of Spirits by Category: Total Value 2017-2022

Table 68 Sales of Spirits by Category: % Total Volume Growth 2017-2022

Table 69 Sales of Spirits by Category: % Total Value Growth 2017-2022

Table 70 Sales of Spirits by Off-trade vs On-trade: Volume 2017-2022

Table 71 Sales of Spirits by Off-trade vs On-trade: Value 2017-2022

Table 72 Sales of Spirits by Off-trade vs On-trade: % Volume Growth 2017-2022

Table 73 Sales of Spirits by Off-trade vs On-trade: % Value Growth 2017-2022

Table 74 Sales of Dark Rum by Price Platform: % Total Volume 2017-2022

Table 75 Sales of White Rum by Price Platform: % Total Volume 2017-2022

Table 76 Sales of Other Blended Scotch Whisky by Price Platform: % Total Volume 2017-2022

Table 77 Sales of English Gin by Price Platform: % Total Volume 2017-2022

Table 78 Sales of Vodka by Price Platform: % Total Volume 2017-2022

Table 79 Sales of Vodka by Flavoured vs Non-flavoured: % Total Volume 2017-2022

Table 80 GBO Company Shares of Spirits: % Total Volume 2018-2022

Table 81 NBO Company Shares of Spirits: % Total Volume 2018-2022

Table 82 LBN Brand Shares of Spirits: % Total Volume 2019-2022

Table 83 Forecast Sales of Spirits by Category: Total Volume 2022-2027

Table 84 Forecast Sales of Spirits by Category: Total Value 2022-2027

Table 85 Forecast Sales of Spirits by Category: % Total Volume Growth 2022-2027

Table 86 Forecast Sales of Spirits by Category: % Total Value Growth 2022-2027

## CIDER/PERRY IN BRAZIL

### KEY DATA FINDINGS

#### 2022 DEVELOPMENTS

Inflation contributes to sales decline, although this is limited

Polarisation is changing consumer preferences and offers opportunities

Return to socialisation post-COVID-19 drives on-trade growth

#### PROSPECTS AND OPPORTUNITIES

Lower-income consumers will remain an opportunity

Using sustainability as a claim is a potential way forward

Premiumisation likely to be an area of focus

#### CATEGORY DATA

Table 87 Sales of Cider/Perry: Total Volume 2017-2022

Table 88 Sales of Cider/Perry: Total Value 2017-2022

Table 89 Sales of Cider/Perry: % Total Volume Growth 2017-2022

Table 90 Sales of Cider/Perry: % Total Value Growth 2017-2022

Table 91 Sales of Cider/Perry by Off-trade vs On-trade: Volume 2017-2022

Table 92 Sales of Cider/Perry by Off-trade vs On-trade: Value 2017-2022

Table 93 Sales of Cider/Perry by Off-trade vs On-trade: % Volume Growth 2017-2022

Table 94 Sales of Cider/Perry by Off-trade vs On-trade: % Value Growth 2017-2022

Table 95 GBO Company Shares of Cider/Perry: % Total Volume 2018-2022

Table 96 NBO Company Shares of Cider/Perry: % Total Volume 2018-2022

Table 97 LBN Brand Shares of Cider/Perry: % Total Volume 2019-2022

Table 98 Forecast Sales of Cider/Perry: Total Volume 2022-2027

Table 99 Forecast Sales of Cider/Perry: Total Value 2022-2027

Table 100 Forecast Sales of Cider/Perry: % Total Volume Growth 2022-2027

Table 101 Forecast Sales of Cider/Perry: % Total Value Growth 2022-2027

## RTDS IN BRAZIL

### KEY DATA FINDINGS

#### 2022 DEVELOPMENTS

Change in direction due to high prices and a lack of identity

Strong spirits brands offer RTDs as an investment in brand building

Cia Brasileira de Bebidas launches Caipibeats

#### PROSPECTS AND OPPORTUNITIES

Beyond premiumisation to embracing popular culture

On-trade could be an opportunity

Xeque Mate – Brazilian flavours, organic growth

#### CATEGORY DATA

Table 102 Sales of RTDs by Category: Total Volume 2017-2022

Table 103 Sales of RTDs by Category: Total Value 2017-2022

Table 104 Sales of RTDs by Category: % Total Volume Growth 2017-2022

Table 105 Sales of RTDs by Category: % Total Value Growth 2017-2022

Table 106 Sales of RTDs by Off-trade vs On-trade: Volume 2017-2022

Table 107 Sales of RTDs by Off-trade vs On-trade: Value 2017-2022

Table 108 Sales of RTDs by Off-trade vs On-trade: % Volume Growth 2017-2022

Table 109 Sales of RTDs by Off-trade vs On-trade: % Value Growth 2017-2022

Table 110 GBO Company Shares of RTDs: % Total Volume 2018-2022

Table 111 NBO Company Shares of RTDs: % Total Volume 2018-2022

Table 112 LBN Brand Shares of RTDs: % Total Volume 2019-2022

Table 113 Forecast Sales of RTDs by Category: Total Volume 2022-2027

Table 114 Forecast Sales of RTDs by Category: Total Value 2022-2027

Table 115 Forecast Sales of RTDs by Category: % Total Volume Growth 2022-2027

Table 116 Forecast Sales of RTDs by Category: % Total Value Growth 2022-2027



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