

# Whiskey (Spirits) Market in Brazil - Outlook to 2023: Market Size, Growth and Forecast Analytics

<https://marketpublishers.com/r/WF42A90C7B3EN.html>

Date: April 2020

Pages: 33

Price: US\$ 500.00 (Single User License)

ID: WF42A90C7B3EN

## Abstracts

Whiskey (Spirits) Market in Brazil - Outlook to 2023: Market Size, Growth and Forecast Analytics

### SUMMARY

Whiskey (Spirits) Market in Brazil - Outlook to 2023: Market Size, Growth and Forecast Analytics is a broad level market review of Whiskey market in Brazil.

Whiskey - includes all American, Canadian, Irish, Scotch and other Whisk(e)ys. This includes bourbon and rye-based whiskeys.

Whiskey market in Brazil registered a negative compound annual growth rate (CAGR) of -6.86% during the period 2013 to 2018 with a sales value of BRL 7,860.53 Million in 2018, a decrease of -9.15% over 2017. The market achieved its strongest performance in 2014, when it grew by 1.62% over its previous year and its weakest performance in 2015, when it fell by -12.39% over 2014. The fastest growing segment of the Whiskey market in Brazil between the year 2013 and 2018 was American Whiskey which registered a CAGR of 36.30%. The weakest performing segment of the market was Scotch Whisky with a CAGR of -7.95%. In 2018 Scotch Whisky segment in Brazil Whiskey market accounted for a major share of 87.82%, while Other Whisk(e)y stood in second position representing 7.92% of the market's 2018 share.

The research handbook provides up-to-date market size data for period 2013-2018 and illustrative forecast to 2023 covering key market aspects like Sales Value and Volume for Whiskey and its variants American Whiskey, Canadian Whiskey, Irish Whiskey, Other Whisk(e)y, Scotch whiskey, Scotch whiskey & Scotch whiskey.

Furthermore, the research handbook details out Sales Volume for top brands for the

year 2015 to 2018 and overall market sales by Distribution Channel (Hypermarkets & Supermarkets, Convenience Stores, Department Stores, Dollar Stores, Variety Store, Cash & Carries and Warehouse clubs, eRetailers, Food & Drinks specialists, Drug stores & Pharmacies, Health & Beauty Stores, Other general retailers and others) where ever applicable.

The research handbook acts as an essential tool for companies active or planning to venture in to Brazil's Whiskey (Spirits) market. The comprehensive statistics within the research handbook provides insight into the operating environment of the market and also ensures right business decision making based on historical trends and industry model based forecasting.

Sales Values in the handbook are depicted in USD (\$) and local currency of country and Volumes are represented in M Liters.

Note: Certain content/sections in the research handbook may be removed or altered based on the availability and relevance of data.

## **SCOPE**

Overall Whiskey (Spirits) market value and volume analytics with growth analysis from 2013 to 2023.

Volume terms for the top brands.

Distribution channel sales analytics from 2015-2018.

## **REASONS TO BUY**

Get access to authoritative and granular data on the Whiskey (Spirits) market and fill in the gaps in understanding of trends and the components of change behind them.

Enhance your understanding of the market to update your strategic and tactical plans based on volume and value changes, brand dynamics and distribution trends.

Analyze the components of change in the market by looking at historic and

future growth patterns.

Use the data to understand future patterns of the market trends from winners and losers to category dynamics and thereby quickly and easily identify the key areas in which you want to compete in the future.

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