

Wine Market in Brazil 2021

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Abstracts

Wine is a fermented beverage produced from grapes and sometimes other fruits. Yeast consumes the sugar in the grapes and converts it to ethanol, carbon dioxide and heat. Wine ABV (alcohol by volume) can range from as low as 5.5% to as much as 23%. A study by StrategyHelix indicates that the wine market in Brazil is expected to increase by US\$ 1,871 million from 2021 to 2027, garnering a CAGR of 7% during the forecast period. Rise in number of wineries, increase in wine production, growth in disposable personal income levels and a consumer trend in alcoholic beverages toward premium products, such as wine, and away from beer are the key factors driving market growth.

The report provides up-to-date market size data for period 2017-2020 and forecast to 2027 covering key market aspects like sales value for wine. The Brazil wine market is segmented on the basis of product, and distribution channel. Based on product, the wine market in Brazil is categorized into fortified wine, fruit wine, sparkling wine, still wine. The still wine segment held the largest share of the Brazil wine market in 2020 and is anticipated to hold its share during the forecast period. On the basis of distribution channel, the wine market in Brazil has been segmented into supermarkets & hypermarkets, food & drink specialists, online retail, others.

Some of the leading companies operating in the market are Antonio Basso & Filhos Ltda, Cooperativa Vinicola Aurora Ltda, LVMH Moet Hennessy Louis Vuitton SA, Vinhos Salton S/A. Industria e Comercio., Vinicola Campestre Ltda, Vinicola Miolo Ltda.

The report is an invaluable resource for companies and organizations active in this industry. It provides a cohesive picture of the wine market to help drive informed decision making for industry executives, policy makers, academic, and analysts.

Report Scope

Product: fortified wine, fruit wine, sparkling wine, still wine

Distribution channel: supermarkets & hypermarkets, food & drink specialists, online retail, others

Years considered: this report covers the period 2017 to 2027

Key Benefits for Stakeholders

Get a comprehensive picture of the Brazil wine market

Identify regional strategies and strategic priorities on the basis of local data

Pinpoint growth sectors and trends for investment

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Fruit wine
Sparkling wine
Still wine

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Supermarkets & hypermarkets
Food & drink specialists
Online retail
Others

PART 5. KEY COMPANIES

Antonio Basso & Filhos Ltda
Cooperativa Vinicola Aurora Ltda
LVMH Moet Hennessy Louis Vuitton SA
Vinhos Salton S/A. Industria e Comercio.
Vinicola Campestre Ltda
Vinicola Miolo Ltda
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