

Cider/Perry in Brazil

June 2023

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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

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Lower-income consumers will remain an opportunity
Using sustainability as a claim is a potential way forward
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Alcoholic Drinks in Brazil - Industry Overview

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DISCLAIMER

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