

Beer in Brazil

June 2023

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Beer in Brazil - Category analysis

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

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Alcoholic Drinks in Brazil - Industry Overview

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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?

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DISCLAIMER

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