

Wine in Brazil

June 2023

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Wine in Brazil - Category analysis

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?

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Alcoholic Drinks in Brazil - Industry Overview

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?

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DISCLAIMER

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