

# 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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