

Spirits in Brazil

June 2023

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Spirits in Brazil - Category analysis

KEY DATA FINDINGS

2022 DEVELOPMENTS

The renaissance of whiskies On-trade recovery, but challenges start to become evident High quality of Brazilian gins evidenced by awards

PROSPECTS AND OPPORTUNITIES

Bespoke on-trade packaging and products Brazilian flavours appreciated by consumers Cocktails and bartenders as the new centre of attention

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Vodka, gin, other blended Scotch whisky, dark rum and white rum price band methodology Summary 1 - Benchmark Brands 2022

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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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