

Cafés/Bars in Brazil

February 2024

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KEY DATA FINDINGS

2023 DEVELOPMENTS

Approaching pre-pandemic levels but still grappling with challenging macroeconomic factors

The third wave of coffee in Brazil

The “Bar & Lanches” model and consumption changes

PROSPECTS AND OPPORTUNITIES

Specialist coffee and tea shops expected to continue growing and investing in service and menu improvement

Juice/smoothie bars can benefit from health and wellness trend

Moderate growth expected due to channel's indebtedness and high interest rates

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DISCLAIMER

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