

Wine in Brazil

July 2024

Table of Contents

Wine in Brazil - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

Total volume sales of wine fall, pushed by still red wine New opportunities for premium sparkling wine in 2023 Still white and rosé wine also maintain growth

PROSPECTS AND OPPORTUNITIES

Droughts and floods likely to impact national productivity in the early forecast period New interest in table wines – rethinking what is premium Good results for specialised butecos could indicate a more positive future

CATEGORY DATA

Table 1 - Sales of Wine by Category: Total Volume 2018-2023 Table 2 - Sales of Wine by Category: Total Value 2018-2023 Table 3 - Sales of Wine by Category: % Total Volume Growth 2018-2023 Table 4 - Sales of Wine by Category: % Total Value Growth 2018-2023 Table 5 - Sales of Wine by Off-trade vs On-trade: Volume 2018-2023 Table 6 - Sales of Wine by Off-trade vs On-trade: Value 2018-2023 Table 7 - Sales of Wine by Off-trade vs On-trade: % Volume Growth 2018-2023 Table 8 - Sales of Wine by Off-trade vs On-trade: % Value Growth 2018-2023 Table 9 - Sales of Still Red Wine by Price Segment: % Off-trade Volume 2018-2023 Table 10 - Sales of Still Rosé Wine by Price Segment: % Off-trade Volume 2018-2023 Table 11 - Sales of Still White Wine by Price Segment: % Off-trade Volume 2018-2023 Table 12 - Sales of Other Sparkling Wine by Price Segment: % Off-trade Volume 2018-2023 Table 13 - GBO Company Shares of Still Light Grape Wine: % Total Volume 2019-2023 Table 14 - NBO Company Shares of Still Light Grape Wine: % Total Volume 2019-2023 Table 15 - LBN Brand Shares of Still Light Grape Wine: % Total Volume 2020-2023 Table 16 - GBO Company Shares of Champagne: % Total Volume 2019-2023 Table 17 - NBO Company Shares of Champagne: % Total Volume 2019-2023 Table 18 - LBN Brand Shares of Champagne: % Total Volume 2020-2023 Table 19 - GBO Company Shares of Other Sparkling Wine: % Total Volume 2019-2023 Table 20 - NBO Company Shares of Other Sparkling Wine: % Total Volume 2019-2023 Table 21 - LBN Brand Shares of Other Sparkling Wine: % Total Volume 2020-2023 Table 22 - GBO Company Shares of Fortified Wine and Vermouth: % Total Volume 2019-2023 Table 23 - NBO Company Shares of Fortified Wine and Vermouth: % Total Volume 2019-2023 Table 24 - LBN Brand Shares of Fortified Wine and Vermouth: % Total Volume 2020-2023 Table 25 - GBO Company Shares of Non-grape Wine: % Total Volume 2019-2023 Table 26 - NBO Company Shares of Non-grape Wine: % Total Volume 2019-2023 Table 27 - LBN Brand Shares of Non-grape Wine: % Total Volume 2020-2023 Table 28 - Forecast Sales of Wine by Category: Total Volume 2023-2028 Table 29 - Forecast Sales of Wine by Category: Total Value 2023-2028 Table 30 - Forecast Sales of Wine by Category: % Total Volume Growth 2023-2028 Table 31 - Forecast Sales of Wine by Category: % Total Value Growth 2023-2028

Alcoholic Drinks in Brazil - Industry Overview

EXECUTIVE SUMMARY

Alcoholic drinks in 2023: The big picture 2023 key trends Competitive landscape Retailing developments On-trade vs off-trade split What next for alcoholic drinks?

MARKET BACKGROUND

Legislation Legal purchasing age and legal drinking age Drink driving Advertising Smoking ban Opening hours On-trade establishments Table 32 - Number of On-trade Establishments by Type 2017-2023

TAXATION AND DUTY LEVIES

Summary 1 - Taxation and Duty Levies on Alcoholic Drinks 2023

OPERATING ENVIRONMENT

Contraband/parallel trade Duty free Cross-border/private imports

KEY NEW PRODUCT LAUNCHES

Outlook

MARKET INDICATORS

Table 33 - Retail Consumer Expenditure on Alcoholic Drinks 2018-2023

MARKET DATA

Table 34 - Sales of Alcoholic Drinks by Category: Total Volume 2018-2023
Table 35 - Sales of Alcoholic Drinks by Category: Total Value 2018-2023
Table 36 - Sales of Alcoholic Drinks by Category: % Total Volume Growth 2018-2023
Table 37 - Sales of Alcoholic Drinks by Category: % Total Value Growth 2018-2023
Table 38 - Sales of Alcoholic Drinks by Category by Off-trade vs On-trade: Volume 2023
Table 39 - Sales of Alcoholic Drinks by Category by Off-trade vs On-trade: Value 2023
Table 40 - Sales of Alcoholic Drinks by Category by Off-trade vs On-trade: % Volume 2023
Table 41 - Sales of Alcoholic Drinks by Category by Off-trade vs On-trade: % Value 2023
Table 42 - GBO Company Shares of Alcoholic Drinks by Format: % Total Volume 2019-2023
Table 43 - Distribution of Alcoholic Drinks by Format: % Off-trade Value 2018-2023
Table 44 - Distribution of Alcoholic Drinks by Category: Total Volume 2023-2028
Table 45 - Forecast Sales of Alcoholic Drinks by Category: Total Volume 2023-2028
Table 46 - Forecast Sales of Alcoholic Drinks by Category: % Total Volume 2023-2028
Table 47 - Forecast Sales of Alcoholic Drinks by Category: % Total Volume 2023-2028
Table 48 - Forecast Sales of Alcoholic Drinks by Category: % Total Volume 2023-2028
Table 47 - Forecast Sales of Alcoholic Drinks by Category: % Total Volume Growth 2023-2028
Table 48 - Forecast Sales of Alcoholic Drinks by Category: % Total Volume Growth 2023-2028

DISCLAIMER

SOURCES

Summary 2 - Research Sources

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