

Cider/Perry in Brazil

July 2024

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Cider/Perry in Brazil - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

Cider/perry is under pressure, but sees low total volume growth
Polarisation offers opportunities for both economy and premium products
Floods in the south of Brazil could impact production and consumption

PROSPECTS AND OPPORTUNITIES

Lower-income consumers will remain an opportunity
Using sustainability as a claim is a potential way forward
Premiumisation likely to be an area of focus

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Alcoholic Drinks in Brazil - Industry Overview

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DISCLAIMER

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