



Spirits in Brazil

July 2024

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Spirits in Brazil - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

Total volume slowdown as premium categories such as gin and whiskies decline

Cachaça and Brazilian identity gain space

Liqueurs a surprise hit

PROSPECTS AND OPPORTUNITIES

Trading down, but also aligning with consumer values

The search for the next hero drink

Finding space to grow – exploring occasions and consumers

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