

# Alcoholic Drinks in Latin America

November 2023

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## REGIONAL OVERVIEW

Latin America the most dynamic region over the review period

Positive growth in Brazil helped limit the regional downturn in 2020

Beer dominates sales in both volume and value terms in alcoholic drinks

Strong on-trade rebound in Argentina in the final years of the review period

RTDs the most dynamic of the main alcoholic drinks categories

Off-trade performs better during the pandemic

Beer accounts for most of the additional unit volumes over 2017-2022

Small local grocers remains the main distribution channel for alcoholic drinks

Retail e-commerce gains have slowed since its growth explosion in 2020

## LEADING COMPANIES AND BRANDS

Concentrated competitive landscapes across Latin America

New product launches being seen in Brazil and Mexico

AB InBev, Heineken and Diageo present across the region

Brahma and Skol continue to head up the rankings

## FORECAST PROJECTIONS

Positive growth expected for alcoholic drinks throughout the forecast period

More strong growth expected in gin in Brazil over 2022-2027

Health and wellness driving innovation in Mexico

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Argentina: Competitive and Retail Landscape

Bolivia: Market Context

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