

On-premise Beverage Consumption Trends - Brazil - June 2014

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“Although there has been a fall in consumption of spirits in the on-trade sector in recent years, a number of brands, especially spirit brands, are opening their own bars in Brazil. Beer, which is the most consumed alcoholic beverage by far, saw a fall in volume in 2013. Brazilians still drink much less than their neighbors and the industry is making efforts to increase consumption.”
– Andre Euphrasio, Research Analyst

This report looks at the following areas:

- A great opportunity to capitalize on the tourists
- More and more consumers are being priced out of regular visits to bars
- The ever-growing premium market

FIFA's 2014 World Cup and the 2016 Olympic Games present good opportunities for Brazil, which also faces challenges with ever increasing taxes and strict drinking and driving laws. New types of bars can help bring in more customers and brands can expose themselves in different ways.

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This report is part of a series of reports, produced to provide you with a more holistic view of this market

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Table of Contents

Introduction

Definition

Abbreviations

Executive Summary

The market

Figure 1: Beer volume for on-premise beverage consumption trends – Brazil – June 2014, by segment, 2009-19

Figure 2: Spirit volume for on-premise beverage consumption trends – Brazil – June 2014, by segment, 2009-19

Figure 3: Wine volume for on-premise beverage consumption trends – Brazil – June 2014, by segment, 2009-19

Market drivers

Figure 4: Taxes on selected alcoholic beverages, 2013

Companies, brands and innovation

The consumer

What we think

Issues and Insights

A great opportunity to capitalize on the tourists

The facts

The Implications

More and more consumers are being priced out of regular visits to bars

The facts

The implications

The ever-growing premium market

The facts

The implications

Trend Application

Trend: Life Hacking

Trend: Extend my Brand

Mintel Future: Brand Intervention

Market Drivers

Key points

Tough government restrictions on drink-driving

Create partnerships to promote the brand

Increased tax on alcoholic beverages

Figure 5: Taxes on selected alcoholic beverages in 2013

Thirsty for premium drinks

Figure 6: Variation of new premium product launches, 2009-14

Who's Innovating?

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Key points

Reinventing to attract new customers

Brand-operated bars are a good way to gain exposure

Dedicated places to experiment with cachaça

Market Size, Forecast and Segment Performance

Key points

The most cherished beverage

Figure 7: Beer volume for on-premise beverage consumption trends – Brazil – June 2014, by segment, 2009-19

Figure 8: Beer volume for on trade, 2009-19

A change in taste

Figure 9: Spirit volume for on-premise beverage consumption trends – Brazil – June 2014, by segment, 2009-19

Figure 10: Spirit volume for on trade, 2009-19

Wine's bright future

Figure 11: Wine Volume for on-premise beverage consumption trends – Brazil – June 2014, by segment, 2009-19

Figure 12: Wine volume for on trade, 2009-19

The market in the years ahead

Forecast methodology

Beer

Spirits

Wine

The Consumer – Frequency of Drinking Different Drinks Out of Home

Key points

Figure 13: Changes in spending habits – Alcoholic drinks in 2013, January 2014

Figure 14: Types of drinks drunk out of home, March 2014

The nation's favorite

Figure 15: Types of beer drunk out of home two to three times a month or more, by age and socioeconomic group, March 2014

Spirits are still skewed towards men

Figure 16: Types of spirits drunk out of home two to three times a month or more, by gender, March 2014

Wine still has room to grow

Figure 17: Wine drunk out of home two to three times a month or more, by gender, March 2014

Figure 18: Types of wine drunk out of home two to three times a month or more, by gender and socio-economic groups, March 2014

The Consumer – Occasions for Drinking out of the Home

Key points

Figure 19: Occasions for drinking out of the home, March 2014

The Consumer – Attitudes and Behavior to Drinking Out of the Home

Key points

Figure 20: Attitudes and behaviors when going out to drink, March 2014

Drinking and snacks are a perfect combination for Brazilians

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Get the consumer's attention on the spot

The Consumer – Places Visited for Drinking

Key points

Drinking at a friend's house is the top choice

Figure 21: Quarterly inflation figure, Brazil, January 2013-April 2014

Botecos still are very attractive

Figure 22: Places visited for drinking, by demographic, March 2014

Appendix – Market Size and Forecast

Figure 23: Additional best case/worst case table for beer, by volume, June 2014

Figure 24: Additional best case/worst case table for spirit, by volume, June 2014

Figure 25: Additional best case/worst case table for wine, by volume, June 2014

Appendix – The Consumer – Frequency of Drinking Out of Home

Figure 26: Frequency of drinking different drinks out of home, March 2014

Figure 27: Frequency of drinking different drinks out of home – Standard local beer, by demographics, March 2014

Figure 28: Frequency of drinking different drinks out of home – Chopp, by demographics, March 2014

Figure 29: Frequency of drinking different drinks out of home – Premium local beer, by demographics, March 2014

Figure 30: Frequency of drinking different drinks out of home – Imported beer or international brands, by demographics, March 2014

Figure 31: Frequency of drinking different drinks out of home – raft beer, by demographics, March 2014

Figure 32: Frequency of drinking different drinks out of home – Cachaça, by demographics, March 2014

Figure 33: Frequency of drinking different drinks out of home – Vodka, by demographics, March 2014

Figure 34: Frequency of drinking different drinks out of home – Whiskey, by demographics, March 2014

Figure 35: Frequency of drinking different drinks out of home – Cocktails, by demographics, March 2014

Figure 36: Frequency of drinking different drinks out of home – Still wine, by demographics, March 2014

Figure 37: Frequency of drinking different drinks out of home – Any sparkling wine, by demographics, March 2014

Figure 38: Frequency of drinking different drinks out of home – Other spirits, consumed pure, by demographics, March 2014

Appendix – I Consumer – Occasions for Drinking Out of the Home

Figure 39: Occasions for drinking out of the home, March 2014

Figure 40: Most popular occasions for drinking out of the home, by demographics, March 2014

Figure 41: Next most popular occasions for drinking out of the home, by demographics, March 2014

Appendix – The Consumer – Places Visited for Drinking

Figure 42: Places visited for drinking, March 2014

Figure 43: Places visited for drinking, by demographics, March 2014

Figure 44: Occasions for drinking out of the home, by places visited for drinking, March 2014

Appendix – The Consumer – Attitudes and Behaviors when Going Out to Drink

Figure 45: Attitudes and behaviors when going out to drink, March 2014

Figure 46: Most popular attitudes and behaviors when going out to drink, by demographics, March 2014

Figure 47: Next most popular attitudes and behaviors when going out to drink, by demographics, March 2014

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Figure 48: Attitudes and behaviors when going out to drink, by frequency of drinking different drinks out of home – Standard local beer, March 2014
 Figure 49: Attitudes and behaviors when going out to drink, by frequency of drinking different drinks out of home – Chopp, March 2014
 Figure 50: Attitudes and behaviors when going out to drink, by frequency of drinking different drinks out of home – Premium local beer, March 2014
 Figure 51: Attitudes and behaviors when going out to drink, by frequency of drinking different drinks out of home – Imported beer or international brands, March 2014
 Figure 52: Attitudes and behaviors when going out to drink, by frequency of drinking different drinks out of home – Craft beer, March 2014
 Figure 53: Attitudes and behaviors when going out to drink, by frequency of drinking different drinks out of home – Cachaça, March 2014
 Figure 54: Attitudes and behaviors when going out to drink, by frequency of drinking different drinks out of home – Vodka, March 2014
 Figure 55: Attitudes and behaviors when going out to drink, by frequency of drinking different drinks out of home – Whiskey, March 2014
 Figure 56: Attitudes and behaviors when going out to drink, by frequency of drinking different drinks out of home – Cocktails, March 2014
 Figure 57: Attitudes and behaviors when going out to drink, by frequency of drinking different drinks out of home – Still wine, March 2014
 Figure 58: Attitudes and behaviors when going out to drink, by frequency of drinking different drinks out of home – Any sparkling wine, March 2014
 Figure 59: Attitudes and behaviors when going out to drink, by frequency of drinking different drinks out of home – Other spirits, consumed pure, March 2014

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