

Beer - Brazil - July 2014

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“Beer is the favorite alcoholic beverage in Brazil. The country is by far the largest beer market in Latin America and the third largest market in volume in the world. Brazilians drank the equivalent of 66 liters per capita last year.”

– Andre Euphrasio, Research Analyst

This report looks at the following areas:

The Brazilian beer market is highly concentrated around one player, Ambev, while the three other major companies – Petropolis, Brasil Kirin, and Heineken – compete for the second place. As well as drinking great amounts of cold beer from these major players, Brazilians are also discovering the pleasures, flavors, and varieties of craft beer. There are more sources of information and knowledge for the avid consumer than ever before.

Regular beer, such as Brahma or Skol, still dominates the sector, but there is an ever-increasing interest in premium and craft beer, with new launches every year. Consumption of beer with low or no alcohol remained the same since 2010, even though tougher drinking and driving laws were introduced in the country in the same period.

The microbrewery sector is still fighting for a fairer tax system, but the number of microbreweries is continuing to grow. This is great news for the market, as the variety of craft beer with different flavor and ingredients continues to widen.

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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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