

Spirits - Brazil - April 2015

Report Price: £2466.89 | \$3995.00 | €3133.71

The above prices are correct at the time of publication, but are subject to change due to currency fluctuations.



“The Brazilian spirits market is slowly shifting from high volumes of cheap products to lower amounts of more expensive products. Promoting the culture of cocktails and educating the consumer on the various aspects and versatility of spirits can help increase spirit consumption among Brazilian consumers.”

– Andre Euphrasio, Research Analyst

This report looks at the following areas:

- Boosting exports of cachaça
- Promoting cachaça online to younger consumers
- Increasing consumption of spirits among older consumers

Prices of spirits have been rising due to inflation, rising taxes, and increasing operating costs. The growth of higher priced segments such as vodka and whiskey has also contributed to rising average prices.

Older consumers show the lowest engagement within the spirits market. They also have the lowest repertoire among other demographics. The challenge for spirit companies is to engage at earlier stages with consumers and keep a close relationship with them.

**BUY THIS
REPORT NOW**

VISIT:
store.mintel.com

CALL:
EMEA
+44 (0) 20 7606 4533

Brazil
0800 095 9094

Americas
+1 (312) 943 5250

APAC
+61 (0) 2 8284 8100

EMAIL:
reports@mintel.com

DID YOU KNOW?

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

Spirits - Brazil - April 2015

Report Price: £2466.89 | \$3995.00 | €3133.71

The above prices are correct at the time of publication, but are subject to change due to currency fluctuations.

Table of Contents

Introduction

Definition

Abbreviations

Executive Summary

The market

Figure 1: Forecast of Brazil value sales of spirits, 2009-19

Market drivers

Companies, brands and innovation

Figure 2: Company shares, by value, 2013-14

The consumer

What we think

Issues and Insights

Boosting exports of cachaça

The facts

The implications

Promoting cachaça online to younger consumers

The facts

The implications

Figure 3: Social media account for cachaça brands, March 2015

Figure 4: Social media account for vodka brands, March 2015

Increasing consumption of spirits among older consumers

The facts

The implications

Trend Application

Life – An Informal Affair

Prove it

Objectify

Market Drivers

Key points

Brazil's worst drought in history can affect the production of spirits

Devaluation of the Brazilian currency

Promoting safety along with the brand

Specialist places to drink cachaça

High taxes on spirits

Figure 5: Taxes on selected alcoholic beverages in 2013

Diageo to display nutritional information on labels

BUY THIS
REPORT NOW

VISIT: store.mintel.com

CALL: EMEA +44 (0) 20 7606 4533 | Brazil 0800 095 9094

Americas +1 (312) 943 5250 | APAC +61 (0) 2 8284 8100

EMAIL: reports@mintel.com

Spirits - Brazil - April 2015

Report Price: £2466.89 | \$3995.00 | €3133.71

The above prices are correct at the time of publication, but are subject to change due to currency fluctuations.

Who's Innovating?

Key points

Diageo leads the launch of new products

Figure 6: New product launches, by company, 2012-14

Figure 7: New products by Diageo, Brazil

New packaging dominates new product launches

Figure 8: New product launches, by launch type, 2012-15

Figure 9: New product launches, by new packaging, 2012-15

World Cup theme

Figure 10: World Cup themed products, 2014

Sagatiba Pura Cachaça has been repackaged in a newly designed

Figure 11: Special limited edition of Sagatiba, June 2014

Golden cachaça for the upper class

Special Christmas sets

Shaken, not stirred

Cachaça by subscription

Brands could get more creative with flavors

Figure 12: Flavored cachaças, Brazil

Figure 13: Flavored liqueurs, Brazil

Figure 14: Flavored vodkas, Brazil

New and interesting products from other countries

Figure 15: Worldwide product launches

Permanent exposure with bricks and mortar

Market Size, Forecast, and Segment Performance

Key points

Market performance

Figure 16: Retail sales of spirits in Brazil, by value, 2009-14

Figure 17: Total sales of spirits in Brazil, by volume, 2009-14

Value sales keep going up...

Figure 18: Forecast of Brazil value sales of spirits, 2009-19

...while volume sales are stagnating

Figure 19: Forecast of Brazil volume sales of spirits, 2009-19

Figure 20: Volume sales of spirits, by channel, 2013-14

Sales by segment

Figure 21: Retail value sales of spirits, in R\$ million, 2013-14

Figure 22: Retail volume sales of spirits, in million liters, 2013-14

Exporting a cherished beverage

Figure 23: Exports of cachaça, by value and volume, 2014

Forecast methodology

**BUY THIS
REPORT NOW**

VISIT: store.mintel.com

CALL: EMEA +44 (0) 20 7606 4533 | Brazil 0800 095 9094

Americas +1 (312) 943 5250 | APAC +61 (0) 2 8284 8100

EMAIL: reports@mintel.com

Spirits - Brazil - April 2015

Report Price: £2466.89 | \$3995.00 | €3133.71

The above prices are correct at the time of publication, but are subject to change due to currency fluctuations.

Market Share

Key points

The spirits retail market in Brazil is somewhat fragmented

Figure 24: Company shares, by value, 2013-14

Figure 25: Company shares, by volume, 2013-14

Rapper Snoop Dogg in partnership with Cuca Fresca

Companies and Brands

Cia. Müller de Bebidas

Product range

Diageo

Product range

Ind. Reunidas de Bebidas Tatuzinho 3 Fazendas

Product range

Pitú Internacional

Product range

The Consumer – Frequency of Drinking Spirits

Key points

The spirits market has space to develop

Figure 26: Frequency of drinking spirits either at home or out-of-home, October 2014

Cachaça is the favorite drink for those aged 55+

Figure 27: Drank in the last six months either at home or out-of-home, by age, October 2014

As well as for socioeconomic group DE

Figure 28: Drank in the last six months either at home or out-of-home, by socioeconomic group, October 2014

Figure 29: Average price of spirits in Brazil, 2014

São Paulo and Recife present the highest consumptions of spirits

The Consumer – Occasions for Drinking Spirits

Key points

The highest consumption is out-of-home

Figure 30: Occasions for drinking spirits, October 2014

Drinking out-of-home is more common in bars and nightclubs

Figure 31: Occasions for drinking spirits, out-of-home, October 2014

Drinking at home happens more frequently with guests

Figure 32: Occasions for drinking spirits, at home, October 2014

Figure 33: Pre-mixed cocktail products, Brazil 2014 – Contini, Bacardi Mojito, and Askov Summer Mix

Figure 34: Deep Red Caipi One, July 2013

Figure 35: Cocktail kits, Worldwide

Happy hour is a popular occasion to drink spirits

Figure 36: Occasions for drinking spirits, business purposes, October 2014

**BUY THIS
REPORT NOW**

VISIT: store.mintel.com

CALL: EMEA +44 (0) 20 7606 4533 | Brazil 0800 095 9094

Americas +1 (312) 943 5250 | APAC +61 (0) 2 8284 8100

EMAIL: reports@mintel.com

Spirits - Brazil - April 2015

Report Price: £2466.89 | \$3995.00 | €3133.71

The above prices are correct at the time of publication, but are subject to change due to currency fluctuations.

The Consumer – Attitudes and Behaviors toward Spirits

Key points

High competition in the alcoholic beverages market

Figure 37: Attitudes and behaviors toward spirits, October 2014

Promoting mix-ability of products

Figure 38: Attitudes and behaviors toward spirits, October 2014

Figure 39: Ypióca bottle featuring a neck label, Brazil, July 2014

Figure 40: Packaging with recipe on the back, SKYY Infusions, USA, December 2013

The taste of flavored spirits

Figure 41: Attitudes and behaviors toward spirits, October 2014

Figure 42: Exotic flavored spirits, worldwide

The Consumer – Behavior toward the Purchase of Spirits

Key points

Premium products are worth it for younger consumers

Figure 43: Behavior toward the purchase of spirits, October 2014

Figure 44: Behavior toward the purchase of spirits, by age and gender, October 2014

Branding should also be reinforced at an early stage

Figure 45: Behavior toward the purchase of spirits, by age and gender, October 2014

Craft cachaça is more appealing to male consumers

Figure 46: Behavior toward the purchase of spirits, by age and gender, October 2014

BUY THIS
REPORT NOW

VISIT: store.mintel.com

CALL: EMEA +44 (0) 20 7606 4533 | Brazil 0800 095 9094

Americas +1 (312) 943 5250 | APAC +61 (0) 2 8284 8100

EMAIL: reports@mintel.com