

## Spirits - Brazil - April 2016

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“Brazilian consumers are drinking fewer alcoholic beverages, including spirits. Brands need to get creative to convince consumers to get on board and start drinking (or drinking more). Apart from the economic crisis, which affects their pockets, consumers are worried about health issues.”

– Andre Euphrasio, Research Analyst

### This report looks at the following areas:

- Increasing consumption among DE consumers
- Using the economic downturn to boost RTD sales

Spirits, including RTDs (ready to drink), are consumed by 44% of Brazilians. However, while value sales have continued to rise, volume sales have declined. Consumers are drinking fewer alcoholic beverages, mainly due to the economic situation and worries about their health.

From an estimated R\$3.4 billion in 2015, Mintel expects the market to continue growing and reach R\$4.2 billion in 2020. Much of this will be fueled by rising prices, due to inflation and a weak currency, with volumes expected to continue to decrease, especially with consumers trading up from relatively cheap cachaça to more expensive vodka and whiskey labels.

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### DID YOU KNOW?

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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Diageo is the market leader with 35.1% in market share by value

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