

Beer - Brazil - July 2016

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“Consumers are worried about health issues. Providing more information about responsible drinking and nutrition as well as creating healthier beers might help introduce consumers who do not want to drink alcohol, bearing in mind that taste is essential. Brazilians are also interested in beer aged in barrels.”

– Andre Euphrasio, Research Analyst

This report looks at the following areas:

- Boosting sales of low-/non-alcoholic beer
- Craft beer is seen as confusing and overpriced

Total Brazil retail sales of beer grew in 2015. Brazilians already drink great volumes of beer, mostly from the standard segment (the majority being lager). Although the main reason to not drink is related to health concerns, operators are still not investing in healthier products. The low-/no-alcoholic segment is still very small albeit growing year-over-year.

The craft movement is also still niche but keeps on growing. With tax breaks coming in the near future, the sector will likely to see a boost and expand.

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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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