

November 2014

Wine - Brazil

“Brazil has a wide range of high-quality and award-winning wines, but its consumption is still relatively low compared to other alcoholic beverages, such as beer. By using the expertise of the beer category – the most popular alcoholic drink among Brazilians – wine producers could help boost sales of the ...

July 2014

Beer - Brazil

“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

June 2014

Sports and Energy Drinks - Brazil

“The relatively low penetration of energy and sports drinks in Brazil may be caused by the restricted communication of their benefits, and by only targeting specific demographics and consumption occasions. It is important to emphasize to Brazilians that energy drinks are not just for young people and not just to ...

May 2014

Carbonated Soft Drinks - Brazil

“Brazilian consumers are still concerned about healthy attributes in CSDs, a demand that doesn't seem to have been totally met by 'zero calories' drinks, since concerns about health are not just limited to calorie content. There are other ways that brands can meet demand for healthier products, such as the ...

April 2014

Food and Drink Retailing - Brazil



Drink - Brazil

“The food and drink retailing sector in Brazil is highly competitive and dynamic. Brazilian towns everywhere are dotted with all types of outlets, ranging from hypermarkets to small bakers. Retailers must cater to demanding customers both in the local neighbourhood shops and in the more distant hypermarkets, and place emphasis ...