

Spirits - Brazil - July 2013

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“The spirits market in Brazil has seen mixed performances across different segments. While lower priced alcoholic beverages, such as cachaça, have seen volume retail sales fall, higher priced segments, like whiskey and vodka, are enjoying robust growth.”

– Lucas Marangoni Xavier, Senior Drinks Analyst

In this report we answer the key questions:

- How can the whiskey segment reinforce its premium image and what new consumption occasions can it mine to reach younger consumers?
- What steps can the vodka segment explore to increase its penetration among consumers in socioeconomic group C and how can it strengthen its premium and super-premium segments?
- What can be done to diminish cachaça's negative image and how can the segment appeal to younger consumers more effectively?
- How can RTD cocktails increase their penetration through exploring new consumption occasions and what initiatives can help them to drive interest among spirits drinkers?

Due to diverse challenges and opportunities facing the different segments, there are distinct actions that can be taken by each.

In the case of whiskey, marketing messages based around an international image can offer an alternative to a positioning as a status symbol in order to strengthen its premium proposition. At the same time, there is a potential for companies to use the consumption of whiskey with energy drinks to continue to engage with younger consumers while more sophisticated versions offer potential to appeal to older consumers.

Positioning as an entry point for consumers into the spirits market offers potential for vodka in light of the growing middle class; the drink should also be well-placed to capitalize on the recent interest in cocktails, while the increasingly aspirational consumer mentality suggests opportunities for a premium and super-premium segment.

On the other hand, companies can use major sporting events to drive awareness of cachaça internationally and among tourists, especially in relation to caipirinha. The development of artisan and flavored cachaças may play a key role in combating the negative image associated with the spirit and driving long-term growth.

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