

Alcoholic Drinks Consumption Habits - Brazil - March 2018

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“The soccer World Cup is expected to stimulate consumption of alcoholic drinks, but on the other hand health concerns can be a barrier. In order to find a balance, brands could take advantage of Brazilians’ interest in innovations, investing in new releases and promoting new experiences.”

– Ana Paula Gilsogamo, Food and Drinks Analyst

This report looks at the following areas:

It’s important, however, to understand consumers’ perceptions and how to seize the best consumption opportunities associated to each alcoholic beverage, taking into consideration what different consumers expect in terms of taste, convenience, health benefits and cost.

The consumer research conducted for this Report reveals 38% of Brazilians agree with the statement, “I’m spending less on alcoholic beverages.” However, as Brazil’s economy improves and the soccer World Cup approaches, the alcoholic drinks market should perform better in 2018 than previous years.

The search for healthy habits, which includes reducing alcoholic drinks consumption, is expected to continue being a barrier for the category. According to the survey, 44% of consumers agree with the statement, “Limiting the amount of alcohol I have is part of my health management routine.”

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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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Soccer World Cup should stimulate consumption

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Abbreviations

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