

Beer - Brazil - July 2018

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“The economic uncertainty and the concerns about the quality of the products impose some challenges to the beer market. Brands need to differentiate themselves and meet the consumers’ demands in a segmented way – by consumption occasion or type of customer.”
– Ana Paula Gilsogamo, Food and Drink Specialist

This report looks at the following areas:

- Economic uncertainty and focus on quality affect the category
- Health concerns and aging of the population can be a barrier
- Big brands have the challenge of maintaining the value of craft brands
- Craft beers have the challenge of building a more uniform image

Brazil’s beer market not expected to see the level of growth over the next five years that it saw in 2013 and 2014. The country’s political and economic uncertainties, the high levels of unemployment and the consumers’ concerns towards their health are the main reasons for that – as had already been observed by Mintel’s Beer – Brazil, August 2017 Report.

Mintel expects Brazil’s beer market to grow 3.3% in value and 1% in volume in 2018, stimulated by the World Cup (see Market Size and Forecast). The growth in value can be explained by the fact that, according to the survey conducted for this Report, 57% of consumers prefer to drink small amounts of expensive beer rather than large amounts of cheap beer. This is an opportunity for brands to invest in premium products with higher added value or options that require a smaller single disbursement and can be adapted to different consumption occasions (see The Consumer).

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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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