

Alcoholic Drinks Consumption Habits - In Home and On Premise - Brazil - October 2019

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“As consumers drink alcoholic beverages less often due to their financial instability and health concerns, the category needs to offer more competitive products, either by focusing on price and promotions or delivering products with higher added value that bring innovations in terms of flavor, appearance and consumption experience, or in terms of healthy attributes.”

– **Ana Paula Gilsogamo, Food and Drink Specialist**

This report looks at the following areas:

- **Category has been losing space among Brazilian consumers**
- **Health concerns are one of the main reasons why consumers are drinking less of certain types of alcoholic drinks**
- **Bars, pubs and breweries have the challenge of encouraging consumers to go out on smaller occasions instead of staying at home**

The category of alcoholic drinks has been affected by the health concerns of consumers and the search for cheaper options. These two factors have led consumers to control their intake of alcoholic drinks and opt for non-alcoholic beverages in some occasions. This opens an opportunity to invest in quality, which means consumers might save money buying less alcoholic drinks in terms of quantity, but still pay a bit more for premium products with higher added value in particular situations.

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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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