

# Alcoholic Drinks Consumption Habits - Brazil - 2022

Report Price: £3265 | \$4495 | €3940

The above prices are correct at the time of publication, but are subject to change due to currency fluctuations.

## This report looks at the following areas:

- Alcoholic drinks most often consumed
- Consumption frequency of alcoholic drinks
- Perceptions of low/no alcoholic drinks
- Attributes associated with each kind of alcoholic drink
- Behaviors related to alcoholic drink consumption habits

Brazilian consumers have adapted their alcoholic drinks consumption habits as a result of the economic recession and concerns about the harmful health effects of alcohol intake. At-home consumption predominates, as it is cheaper. Higher-quality options with popular flavors are gaining space in the market, even if they are consumed less frequently.



“As the restrictions imposed by the COVID-19 pandemic come to an end, Brazilian consumers seem ready to resume social gatherings – even if at home, for economic reasons. In addition, higher-quality drinks seen as more sophisticated have gained space in the market, which indicates that most consumers prioritize quality over quantity or frequency.”

– **Laura Menegon, Food and Drink Analyst – Latam**

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