

Beer – Brazil – 2022

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This report looks at the following areas:

- How consumers perceive the beer category compared to other alcoholic segments, considering value, taste and consumption occasions
- Changes in consumer behavior considering the economic crisis and the easing of COVID-19 restrictions
- Consumer interest in innovation
- Opinions toward flavors, packaging and sustainability
- Attitudes toward beer consumption

Brazilians have had to adapt their consumption habits due to the impact of the economic crisis. National standard beers are the most consumed type of beer in the country, and consumers have favored at-home consumption as a way of saving money. On the other hand, beers have conquered the space of more expensive alcoholic beverages, such as spirits and wines. This creates opportunities for the category, which can invest in products with typical cocktail flavors or even premium beers that offer a better value for the money on special occasions. Finally, health concerns have influenced consumers to reduce alcohol intake and to look for beers that feature healthier attributes.



“Brazilians have been more careful when it comes to alcohol consumption, which has boosted the interest in beers with healthier attributes. Money-saving is another key factor that has made more than half of beer consumers change their drinking habits.”

– Laura Menegon – Food and Drink Analyst

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