

# Beer: Incl Impact of COVID-19 - Brazil, May 2020

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## This report looks at the following areas:

- The impact of COVID-19 on consumer behavior and the beer market
- COVID-19 impacting economic recession recovery
- Higher priority for physical and emotional health drives innovation opportunities
- Beer brands' actions and campaigns during the pandemic

Beer is a category that has been significantly impacted by the social isolation measures – although brands and retailers offer several options for at-home consumption, beer is mainly associated with social settings, which are not happening in the short term. In the medium and longer term, the category will begin to recover, not necessarily because of the lockdown loosening measures but because of at-home consumption of other types of beer rather than traditional, such as craft beer and private label beer. Even with the economic recession forecast to last for the longer term, Brazilians will continue to prefer to drink less beer that is of higher quality.



“The COVID-19 pandemic has accelerated two trends that could be observed in the Brazilian beer market before the crisis: the migration from on-premise to at-home consumption and the preference for better quality beers consumed in smaller quantities.”

– Laura Menegon, Food and Drinks Junior Specialist

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### MARKET DRIVERS

- **Decrease in alcoholic drink consumption is a global trend**
- **Worsening of Brazil's economic crisis reduces household income, impacting nonessential categories**
- **High dollar may impact the cost of beer production**
- **Fear of contamination can negatively affect craft beers**

### KEY PLAYERS – WHAT YOU NEED TO KNOW

- **Ambev keeps leading the market but competition grows**
- **Beer brands launch campaigns to remain present in the routine of consumers during the pandemic**
- **Non-alcoholic beer can be an alternative for those who have reduced consumption of regular beer**
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- **Without sports events, brands look for other solutions to remain present in the consumers’ routine**
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- **Seasonal beers with innovative flavors can attract consumers**
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