

Beer - Brazil - November 2012

Scope and Themes



“The Brazilian beer market presents a paradox. On the one hand, it can be considered quite developed. Over the past decade the beer market has quickly expanded its volume to have one of the highest per capita consumption rates in all of Latin America (67 liters annually). If analyzed by frequency, quantity, or penetration the Brazilian beer market can easily match those of well-known beer drinking cultures such as the UK or the US, which have per capita consumption rates of 65 and 75 liters, respectively.”

– Lucas Marangoni, Senior Drinks Analyst

In this report we answer the key questions:

- **What is the best strategy for international brands to use to establish their presence in the market?**
- **What sort of packaging innovation would add value to the market?**
- **What strategies will best appeal to women and bring them into the category?**
- **What is the best way to capitalize on beer’s refreshment attribute to appeal to a broader base of consumers?**
- **What is the best route of development for craft beers in the market?**
- **What will be megabrands’ best strategies to maintain their shares in an increasingly competitive market?**

This report covers the market for beer in Brazil, including lager, draft beer, and other beers (including ale, stout, black beer, and fruit-flavored beers). The market is further divided into three segments -strong/premium, standard strength, and light/no/low alcohol - based on a product’s average price and positioning in the market.

Unit definition: This report will use the American English concept of 1 billion (one thousand million, not one million million).

**BUY THIS
REPORT NOW**

VISIT:
store.mintel.com

CALL:
EMEA
+44 (0)207 778 7151

Americas
+1 (312) 943 5250

APAC
+61 (0)2 8284 8100

Brazil
0800 095 9094

EMAIL:
oxygen@mintel.com

**DID YOU
KNOW?**

This report is part of a series of reports, produced to provide you with a more holistic view of this market.

Beer - Brazil - November 2012

Contents

INTRODUCTION

Definition

EXECUTIVE SUMMARY

The market

Figure 1: Retail & HoReCa sales volume, 2007-11

Figure 2: Beer retail market value, 2007-11

Figure 3: Segment share, retail beer volume, 2001-11

Figure 4: Segment share, retail beer value, 2010-11

The forecast

Figure 5: Market forecast volume, 2007-17

Figure 6: Market forecast value, 2007-17

The companies

Figure 7: Market share retail, volume, 2007-11

Figure 8: Market share retail, value, 2009-11

The issues

International brands lead growth opportunities

Figure 9: consumption of international brands, by socio-economic group, June 2012

Figure 10: Consumption of local and international brands, June 2012

Refreshment is a central element for the category

Figure 11: Agreement with the statement: 'I only like beer when it is served really cold', by socio-economic group, June 2012

Figure 12: I would like to see more flavorful beers, by gender, June 2012

Packaging innovation offers opportunities for new development

Figure 13: Beer launches, by packaging type, 2009-12

Figure 14: Agreement with the statement 'I look for beer brands that are fun and engaging', North-East, June 2012

Targeting women will require a genderless approach

Figure 15: Beer penetration, by gender, June 2012

Figure 16: Agreement with the statement: 'I like trying new kinds of beer', by gender, June 2012

Craft beer has a long way to go before developing in Brazil

Figure 17: Agreement with the statement: 'It is worth paying more for premium beers', by socio-economic group, June 2012

Brazilian brands will continue to be the backbone of beers in Brazil

Figure 18: Consumption of alcoholic beverages, by region, June 2012

Figure 19: National brands of beer drunk in the past 30 days, June 2012

INTERNATIONAL BRANDS LEAD THE GROWING OPPORTUNITIES

The big names have landed in Brazil – with a glamour twist

**BUY THIS
REPORT NOW**

VISIT: store.mintel.com

CALL: EMEA: +44 (0)207 778 7151 | Brazil: 0800 095 9094

Americas: +1 (312) 943 5250 | APAC: +61 (0)2 8284 8100

EMAIL: oxygen@mintel.com

Beer - Brazil - November 2012

Contents

Figure 20: Average retail price and per capita consumption of selected countries, 2011-12

Figure 21: Retail beer segments, by volume, 2011

Figure 22: Beer segment change, by volume, 2010/11

Despite high taxes international brands excel

Figure 23: Taxes for selected beers in glass packaging 2011

Figure 24: Selected international brands in Brazil

Younger aspiration set to light international brands' growth

Figure 25: Penetration of local vs. international beer brands, June 2012

Figure 26: Consumption of international brands, by socio-economic group, June 2012

Figure 27: Consumption of international brands, by age, June 2012

New international brands would help to keep the momentum

Figure 28: Selected international brands in Brazil

Figure 29: Most consumed international brands in Brazil, June 2012

Figure 30: Selected international brands in Brazil

International brands should coexist, not compete, with Brazilian ones

Figure 31: Consumption of local, international brands in Brazil, June 2012

Figure 32: Frequency of beer consumption among beer drinkers, June 2012

What it means

REFRESHMENT IS A CENTRAL ELEMENT FOR THE CATEGORY

Super cold beers are something that every Brazilian seems to enjoy

Figure 33: Agreement with the statement: 'I only like beer when it is served really cold', by age, June 2012

Figure 34: Agreement with the statement: 'I only like beer when it is served really cold', by socio-economic group, June 2012

Figure 35: Agreement with the statement: 'All beers are more or less the same', by socio-economic group, June 2012

Color-changing packaging, cold filtering main ways to communicate refreshment

Figure 36: Kaiser beer, Brazil

Figure 37: Skol color-changing label, Brazil

Figure 38: Color-changing packaging around the world

Figure 39: Antarctica Sub Zero cold filtered beer, Brazil

Refreshment is more than temperature, it is a feeling

Figure 40: Skol 360, Brazil

Figure 41: Skol 360° advertisement

Figure 42: Cobra beer, UK

Flavor innovation provides opportunities to take refreshment a step beyond

Figure 43: Agreement with the statement: 'I would like to see more flavorful beers', by gender,

**BUY THIS
REPORT NOW**

VISIT: store.mintel.com

CALL: EMEA: +44 (0)207 778 7151 | Brazil: 0800 095 9094

Americas: +1 (312) 943 5250 | APAC: +61 (0)2 8284 8100

EMAIL: oxygen@mintel.com

Beer - Brazil - November 2012

Contents

June 2012

Figure 44: Carling Zest, lime-flavored beer, UK

Figure 45: Bud Light Lime, US

Tracking your beer can add a new layer of freshness

Figure 46: Budweiser with clear production date on its pack, US

Figure 47: Asahi fresh beer, Japan

What it means

PACKAGING INNOVATION OFFERS OPPORTUNITIES FOR NEW DEVELOPMENT

Brazilian beer market lags behind in packaging innovation

Figure 48: Per capita beer consumption Latin America, 2012 estimations

Figure 49: Cerveja Pilsen Clara Beer, one of the few non-glass, non-canned products launched in Brazil

Canned beer can do more to transmit a quality image

Figure 50: Brazilian packaging material, 2009-12

Figure 51: Global packaging material, 2009-12

Figure 52: Packaging material, US, 2009-12

Figure 53: Agreement with the statement: 'I prefer drinking beers from bottles rather than from cans', June 2012

Figure 54: Beers with extractable lid, Brazil

Figure 55: San Pellegrino aluminium lip

Limited editions can help to build brand equity

Figure 56: Carnival packaging beers, Brazil

Figure 57: Agreement with the statement: 'I look for beer brands that are fun and engaging', 18-24s, June 2012

Figure 58: Agreement with the statement: 'I look for beer brands that are fun and engaging', North-East, June 2012

Figure 59: Nova Shin special packaging for festa junina, a particularly strong celebration in the North-East region of the country

International brands well positioned to bring packaging innovation to Brazil

Figure 60: Budweiser and world cup limited-edition packaging

Figure 61: Carlsberg limited-edition UEFA beer

Figure 62: Budweiser world series champions limited edition

Figure 63: Miller lite to support NFL's Chicago bears

Figure 64: Limited Edition Heineken in Concert

Figure 65: Heineken limited edition in a sparkling-wine-like bottle

Figure 66: Leffe limited edition in a sparkling-wine-like bottle

Figure 67: Absolut rio, Brazil

**BUY THIS
REPORT NOW**

VISIT: store.mintel.com

CALL: EMEA: +44 (0)207 778 7151 | Brazil: 0800 095 9094

Americas: +1 (312) 943 5250 | APAC: +61 (0)2 8284 8100

EMAIL: oxygen@mintel.com

Beer - Brazil - November 2012

Contents

Figure 68: Absolut flavor of the tropics

What it means

TARGETING WOMEN REQUIRES A GENDERLESS APPROACH

As with other alcoholic beverages, Brazilian women consume less beer

Figure 69: Consumption of alcoholic beverages, by gender, June 2012

Figure 70: Consumption of alcoholic beverages, by gender, June 2012

Figure 71: Consumption of beer, by gender, June 2012

Figure 72: Frequency of beer consumption, by gender, June 2012

Figure 73: UK consumption of alcoholic beverages, by gender, May 2011

Product innovation just for women will face challenges

Figure 74: Beers targeting women

Figure 75: NS2 flavored beer in Brazil

Figure 76: Agreement with the statement: 'I like trying new kinds of beer', by gender, June 2012

Figure 77: Agreement with the statement: 'I avoid drinking beer because it makes you gain weight', by gender, June 2012

Figure 78: Itaipava Light with 25% less calories

Figure 79: Brand consumption, by gender, June 2012

International brands have the potential to captivate younger upper-class women

Figure 80: Consumption of international brands among women, by age, June 2012

Figure 81: Consumption of international brands among women, by socio-economic group, June 2012

Figure 82: Attitudes toward premium beers, by socio-economic group and gender, June 2012

Figure 83: Channels of purchase, by gender, June 2012

Refreshment continues to be the cross-segment message for the category

Figure 84: Agreement with the statement: 'I only like beer when it is served really cold', by gender, June 2012

What it means

CRAFT BEER MUST GO A LONG WAY BEFORE DEVELOPING IN BRAZIL

Today, craft beer market is almost non-existent in Brazil

Figure 85: Brazil beer segments, 2011

International growth of the craft segment presents a route map of how the segment can develop

Figure 86: Attitudes toward craft beer in the US, June 2012

Figure 87: Craft beer in Argentina

Figure 88: Craft beer in Santiago, Chile

Figure 89: Kunstmann

Younger upper-class consumers are most likely to initiate the trend of craft beer in Brazil

Figure 90: Agreement with the statement: 'I like trying new kinds of beers', by age, June 2012

Figure 91: Agreement with the statement: 'It is worth paying more for premium beers', by

**BUY THIS
REPORT NOW**

VISIT: store.mintel.com

CALL: EMEA: +44 (0)207 778 7151 | Brazil: 0800 095 9094

Americas: +1 (312) 943 5250 | APAC: +61 (0)2 8284 8100

EMAIL: oxygen@mintel.com

Beer - Brazil - November 2012

Contents

socio-economic group, June 2012

Figure 92: Brew dog beers, UK

Price anxiety and soft beers anticipate a slow development

What it means

BRAZILIAN BRANDS WILL CONTINUE TO BE THE BACKBONE OF BEERS IN BRAZIL

Despite slowing down Brazilian major brands will continue to be the main sector in the market

Figure 93: Brazil retail beer segments, by volume, 2011

Figure 94: Market share, by volume, 2011

Figure 95: National brands of beer drunk in the past 30 days, June 2012

Figure 96: Major local brands in Brazil

National brands' appeal is widespread

Figure 97: Agreement with the statement: 'International brands (eg Heineken) have better quality than local brands (eg Brahma)', June 2012

Figure 98: Alcoholic beverage consumption, by region, June 2012

Figure 99: Alcoholic beverage consumption, by age, June 2012

Figure 100: Alcoholic beverage consumption, by socio-economic group, June 2012

Refreshment and football will continue to be major brands' best friends

Figure 101: Selected beer and football packagings

Innovation within local brands will keep their momentum

Figure 102: Premium version of value brands, Europe

Figure 103: Bud light platinum

What it means

APPENDIX – THE MARKET

Figure 104: Retail and HoReCa sales of beer, volume, 2007-11

Figure 105: Beer retail market value, 2007-11

Figure 106: Segment share, retail beer volume, 2010-11

Figure 107: Segment share value, 2010-11

Figure 108: Market share retail volume, 2007-11

Figure 109: Market share retail value, 2009-11

Figure 110: Average retail price and per capita consumption of selected countries

Figure 111: Taxation group of selected brands in cans (1 low and 45 max)

Figure 112: Taxation group of selected brands in bottles (1 low and 64 max)

APPENDIX – CONSUMER DATA

Frequency of drinking selected alcoholic beverages

Figure 113: Frequency of drinking selected alcoholic beverages, June 2012

Figure 114: Frequency of drinking selected alcoholic beverages, June 2012

Brands of beer drunk in the past 30 days

**BUY THIS
REPORT NOW**

VISIT: store.mintel.com

CALL: EMEA: +44 (0)207 778 7151 | Brazil: 0800 095 9094

Americas: +1 (312) 943 5250 | APAC: +61 (0)2 8284 8100

EMAIL: oxygen@mintel.com

Beer - Brazil - November 2012

Contents

Figure 115: Brands of beer drunk in the past 30 days, June 2012

Figure 116: Local brands of beer drunk in the past 30 days, June 2012

Figure 117: Local brands of beer drunk in the past 30 days, by frequency of drinking beer, local brand (eg, Brahma), June 2012

Figure 118: International brands of beer drunk in the past 30 days, June 2012

Location where beer is typically bought

Figure 119: Location where beer is typically bought, June 2012

Figure 120: Location where beer is typically bought, by brands of beer drunk in the past 30 days, June 2012

Attitudes toward beer

Figure 121: Attitudes toward beer, June 2012

Figure 122: Attitudes toward beer (any agree), by local brands of beer drunk in the past 30 days, June 2012

Brands of beer drunk in the past 30 days

Figure 123: Number of local brands of beer drunk in the past 30 days, June 2012

Figure 124: Frequency of drinking selected alcoholic beverages, by number of local brands of beer drunk in the past 30 days, June 2012

Figure 125: Local brands of beer drunk in the past 30 days, by number of local brands of beer drunk in the past 30 days, June 2012

Figure 126: Location where beer is typically bought, by number of local brands of beer drunk in the past 30 days, June 2012

Figure 127: Attitudes toward beer (any agree), by number of local brands of beer drunk in the past 30 days, June 2012

APPENDIX – FREQUENCY OF DRINKING SELECTED ALCOHOLIC BEVERAGES

Figure 128: Most popular frequency of drinking any alcoholic beverages, by demographics, June 2012

Figure 129: Other frequency of drinking any alcoholic beverages, by demographics, June 2012

Figure 130: Most popular frequency of drinking any beer, by demographics, June 2012

Figure 131: Next most popular frequency of drinking any beer, by demographics, June 2012

Figure 132: Most popular frequency of drinking beer, local brand, by demographics, June 2012

Figure 133: Next most popular frequency of drinking beer, local brand, by demographics, June 2012

Figure 134: Most popular frequency of drinking beer, international brand, by demographics, June 2012

Figure 135: Next most popular frequency of drinking beer, international brand, by demographics, June 2012

Figure 136: Most popular frequency of drinking wine, by demographics, June 2012

Figure 137: Next most popular frequency of drinking wine, by demographics, June 2012

Figure 138: Most popular frequency of drinking spirits, by demographics, June 2012

Figure 139: Next most popular frequency of drinking spirits, by demographics, June 2012

**BUY THIS
REPORT NOW**

VISIT: store.mintel.com

CALL: EMEA: +44 (0)207 778 7151 | Brazil: 0800 095 9094

Americas: +1 (312) 943 5250 | APAC: +61 (0)2 8284 8100

EMAIL: oxygen@mintel.com

Beer - Brazil - November 2012

Contents

APPENDIX – BRANDS OF BEER DRUNK IN THE PAST 30 DAYS

Figure 140: Brands of beer drunk in the past 30 days, by demographics, June 2012

Figure 141: Most popular local brands of beer drunk in the past 30 days, by demographics, June 2012

Figure 142: Next most popular local brands of beer drunk in the past 30 days, by demographics, June 2012

APPENDIX – LOCATION WHERE BEER IS TYPICALLY BOUGHT

Figure 143: Most popular location where beer is typically bought, by demographics, June 2012

Figure 144: Next most popular location where beer is typically bought, by demographics, June 2012

APPENDIX – ATTITUDES TOWARD BEER

Figure 145: Most popular attitudes toward beer, by demographics, June 2012

Figure 146: Next most popular attitudes toward beer, by demographics, June 2012

Figure 147: Agreement with the statements: "I avoid drinking beer because it makes you gain weight" and "I like trying new kinds of beer," by demographics, June 2012

Figure 148: Agreement with the statements: "All beers are more or less the same" and "I don't drink beer during weekdays," by demographics, June 2012

Figure 149: Agreement with the statements: "I prefer drinking beers from bottles rather than from cans" and "International brands," by demographics, June 2012

Figure 150: Agreement with the statements: "I would like to see more flavorful beers" and "It is worth paying more for premium beers," by demographics, June 2012

Figure 151: Agreement with the statements: "I only like beer when it is served really cold" and "I look for beer brands that are fun and engaging," by demographics, June 2012

APPENDIX – NUMBER OF BRANDS OF BEER DRUNK IN THE PAST 30 DAYS

Figure 152: Number of local brands of beer drunk in the past 30 days, by demographics, June 2012

APPENDIX – PRODUCT INNOVATION

Figure 153: Top 10 claims in beer in Brazil, January 2010-September 2012

Figure 154: Packaging materials in beer launches, January 2010-September 2012

Figure 155: Top 10 new Launches, by companies in Brazil, January 2010-September 2012

Figure 156: Top 20 launches, by brands in Brazil, January 2010-September 2012

**BUY THIS
REPORT NOW**

VISIT: store.mintel.com

CALL: EMEA: +44 (0)207 778 7151 | Brazil: 0800 095 9094

Americas: +1 (312) 943 5250 | APAC: +61 (0)2 8284 8100

EMAIL: oxygen@mintel.com