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).

DID YOU KNOW?

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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