

Beer - Brazil - July 2015

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"The craft beer movement continues to grow and although it still does not represent a threat to the major players in the sector, these brands have started acting by partnering with craft beer producers or launching products that directly compete with craft beers."

— Andre Euphrasio, Research Analyst

This report looks at the following areas:

- Using older consumers to increase consumption of craft beer
- Food pairing can help boost consumption during meal times

Brazil still remains the largest beer market in Latin America and the third largest market by volume in the world, with 13.8 billion liters (10 billion considering only retail volume sales) consumed in 2014, behind only China and the US. Brazilians drank more beer in 2014 compared to the previous year, helped by the World Cup, reversing the falling trend.

Regular beer still dominates the sector, but there is an ever-increasing interest in premium and craft beer. Brazilians are drinking more no/low alcohol; with the population ageing it is expected to see a consumption increase of this type of beer

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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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Brasil Kirin

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