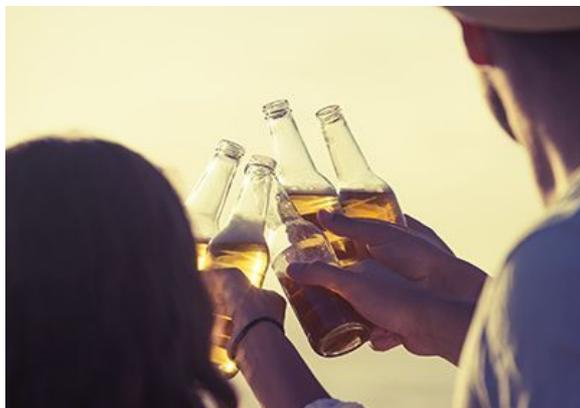


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“The beer market is passing through a transition period in Brazil. As general consumption declines, with consumers concerned about health and interested in alternatives to standard beers, brands have the opportunity to expand their portfolio, offering more healthful, lighter options and a greater variety of flavors to appeal to consumers in different segments.”

– **Ana Paula Gilsogamo, Food and Drink Analyst**

This report looks at the following areas:

- **Economic recession and price increase affect beer consumption**
- **Health concerns are a considerable beer consumption barrier**

Total Brazil retail sales of beer grew 2.7% from 2015 to 2016 and are estimated to reach R\$79 billion in 2017. Looking to the future, retail sales are forecast to reach R\$101.20 billion in 2022. The economic recession coupled with high unemployment and increasing beer costs negatively affected volume consumption among Brazilians. Brands are investing in new types of beer and extending their product lines, with premium and extra versions, but there are still few initiatives focused on educating consumers about new beer segments and possible consumption occasions.

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Consumption at home is an opportunity for the category

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