



Beer in Brazil

June 2025

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KEY DATA FINDINGS

2024 DEVELOPMENTS

A year of resilience and growth, despite macroeconomic hindrances
Efforts by leading players remain focused on the premium segment
Off-trade volume growth of beer more dynamic than through on-trade

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Premiumisation and wellness to continue to impact the positioning of beer brands
Technology investments will be a key priority for major beer players
Uncertainty grows as the implementation of a new tax system is considered

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Alcoholic Drinks in Brazil - Industry Overview

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On-trade vs off-trade split
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Legislation
Legal purchasing age and legal drinking age
Drink driving
Advertising
Smoking ban
Opening hours
On-trade establishments

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DISCLAIMER

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