



Euromonitor
International

Fine Wines/Champagne and Spirits in Brazil

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Table of Contents

Fine Wines/Champagne and Spirits in Brazil - Category analysis

KEY DATA FINDINGS

2024 DEVELOPMENTS

Slowed sales reflect rebalancing, with at-home consumption trends persisting into 2024
Cachaça gains ground through impact of premiumisation trend
Distribution remains critical factor in product progress, while illicit trading continues to pose problems

PROSPECTS AND OPPORTUNITIES

Challenges ahead with competitive threats from within and without the category and extreme weather
Concept of premium shifting towards local appeal and emotional resonance
Expanding consumer base and rising relevance of butecos

CATEGORY DATA

Table 1 - Sales of Fine Wines/Champagne and Spirits by Category: Value 2019-2024
Table 2 - Sales of Fine Wines/Champagne and Spirits by Category: % Value Growth 2019-2024
Table 3 - NBO Company Shares of Fine Wines/Champagne and Spirits: % Value 2019-2023
Table 4 - LBN Brand Shares of Fine Wines/Champagne and Spirits: % Value 2020-2023
Table 5 - Distribution of Fine Wines/Champagne and Spirits by Format: % Value 2019-2024
Table 6 - Forecast Sales of Fine Wines/Champagne and Spirits by Category: Value 2024-2029
Table 7 - Forecast Sales of Fine Wines/Champagne and Spirits by Category: % Value Growth 2024-2029

Luxury Goods in Brazil - Industry Overview

EXECUTIVE SUMMARY

Luxury goods in 2024: The big picture
2024 key trends
Competitive landscape
Retailing developments
What next for luxury goods?

MARKET DATA

Table 8 - Sales of Luxury Goods by Category: Value 2019-2024
Table 9 - Sales of Luxury Goods by Category: % Value Growth 2019-2024
Table 10 - Inbound Receipts for Luxury Goods by Country of Origin: Value 2019-2024
Table 11 - NBO Company Shares of Luxury Goods: % Value 2019-2023
Table 12 - LBN Brand Shares of Luxury Goods: % Value 2020-2023
Table 13 - Distribution of Luxury Goods by Format and Category: % Value 2024
Table 14 - Forecast Sales of Luxury Goods by Category: Value 2024-2029
Table 15 - Forecast Sales of Luxury Goods by Category: % Value Growth 2024-2029

DISCLAIMER

SOURCES

Summary 1 - Research Sources

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