



Euromonitor
International

Cider/Perry in Brazil

June 2025

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Cider/Perry in Brazil - Category analysis

KEY DATA FINDINGS

2024 DEVELOPMENTS

Cider/perry's reach remains limited in Brazil
Premium segment is the target of most emerging cider brands
Increasing focus on natural aspect and origin of ingredients

PROSPECTS AND OPPORTUNITIES

Volume sales of cider/perry to remain low over the forecast period
Premium segment to remain major focus for cider brands
Clarifying origin of ingredients and production methods to become increasingly common

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Alcoholic Drinks in Brazil - Industry Overview

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On-trade vs off-trade split
What next for alcoholic drinks?

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

TAXATION AND DUTY LEVIES

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DISCLAIMER

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