



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
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Opening hours
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DISCLAIMER

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