



Euromonitor
International

Spirits in Brazil

June 2025

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KEY DATA FINDINGS

2024 DEVELOPMENTS

- A modest year for spirits in Brazil
- Cachaça brands lead competitive landscape
- Off-trade outperforms on-trade channel in 2024

PROSPECTS AND OPPORTUNITIES

- Cachaça to drive overall volume sales of spirits over the forecast period
- Local ingredients and lower ABV to be explored by players in Brazil
- Questions about new tax rates, and operational efficiency as a key priority

CATEGORY BACKGROUND

- Vodka, gin, other blended Scotch whisky, dark rum and white rum price band methodology
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Alcoholic Drinks in Brazil - Industry Overview

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- Alcoholic drinks in 2024: The big picture
- 2024 key trends
- Competitive landscape
- Retail developments
- On-trade vs off-trade split
- What next for alcoholic drinks?

MARKET BACKGROUND

- 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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Contraband/parallel trade
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