



**Euromonitor  
International**

# Fine Wines/Champagne and Spirits in Brazil

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## Fine Wines/Champagne and Spirits in Brazil - Category analysis

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Improving performance driven by premiumisation trend among affluent consumers

Global players dominate, but smaller craft producers appeal with provenance

On-trade offers consumers opportunity to discover new beverages, but retail e-commerce is interesting alternative channel

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For more information on this report, further enquiries can be directed via this link [www.euromonitor.com/fine-wines-champagne-and-spirits-in-brazil/report](http://www.euromonitor.com/fine-wines-champagne-and-spirits-in-brazil/report).