



Euromonitor  
International

# Alcoholic Drinks in Latin America

December 2024

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## REGIONAL OVERVIEW

Latin America the most dynamic region over the review period

Positive growth in Brazil helped limit the regional downturn in 2020

Beer dominates sales in both volume and value terms in alcoholic drinks

Availability of premium cachaça increasing in Brazil

RTDs the most dynamic of the main alcoholic drinks categories

Off-trade performs better during the pandemic

Wine experiences a difficult review period

Red wine, wine-based RTDs and mid-priced lager struggling in Brazil

Sales slump in Argentina in 2023

Small local grocers the main distribution channel for alcoholic drinks

Leading beer players expanding their store networks in Mexico

## LEADING COMPANIES AND BRANDS

Concentrated competitive landscapes across Latin America

Heineken building new brewery in Mexico

AB InBev, Heineken and Diageo present across the region

Brahma continues to head up the rankings

## FORECAST PROJECTIONS

Positive growth expected for alcoholic drinks throughout the forecast period

Non-alcoholic beer expected to continue doing well in Mexico over 2023-2028

Craft movement will continue to gain momentum in Argentina

## COUNTRY SNAPSHOTS

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Argentina: Competitive and Retail Landscape

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Bolivia: Competitive and Retail Landscape

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Uruguay: Competitive and Retail Landscape

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