



# Wine in Brazil

July 2024

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## Wine in Brazil - Category analysis

### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Total volume sales of wine fall, pushed by still red wine

New opportunities for premium sparkling wine in 2023

Still white and rosé wine also maintain growth

#### PROSPECTS AND OPPORTUNITIES

Droughts and floods likely to impact national productivity in the early forecast period

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On-trade vs off-trade split  
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