

USDA



The Brazilian Wine Market

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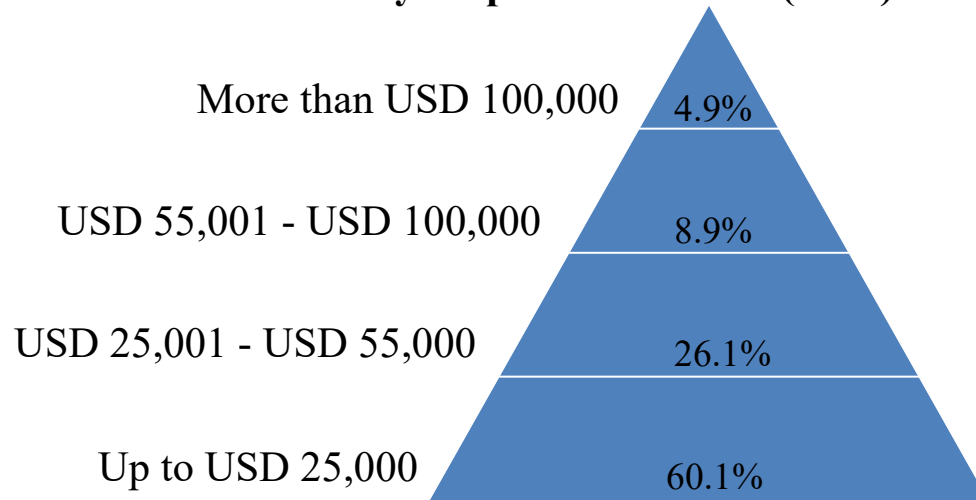
Brazilian Economy

Population: 213.3 million people

GDP: USD 1.62 trillion, 4.7% growth in 2021

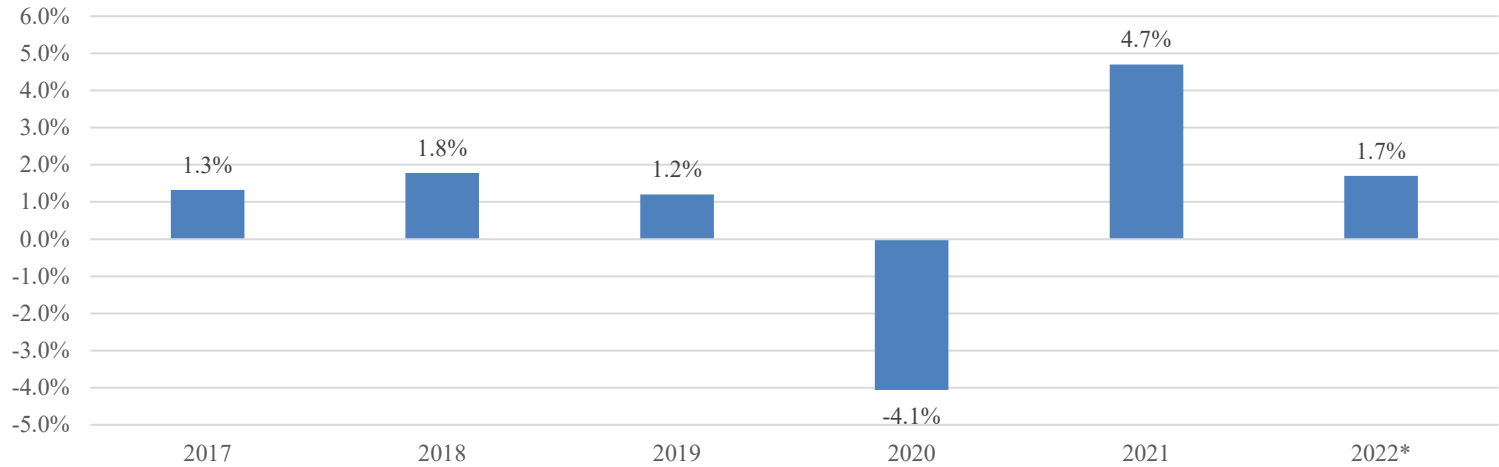
Average Gross Income (2021): USD 7,549 per capita

Household by Disposable Income (2021)

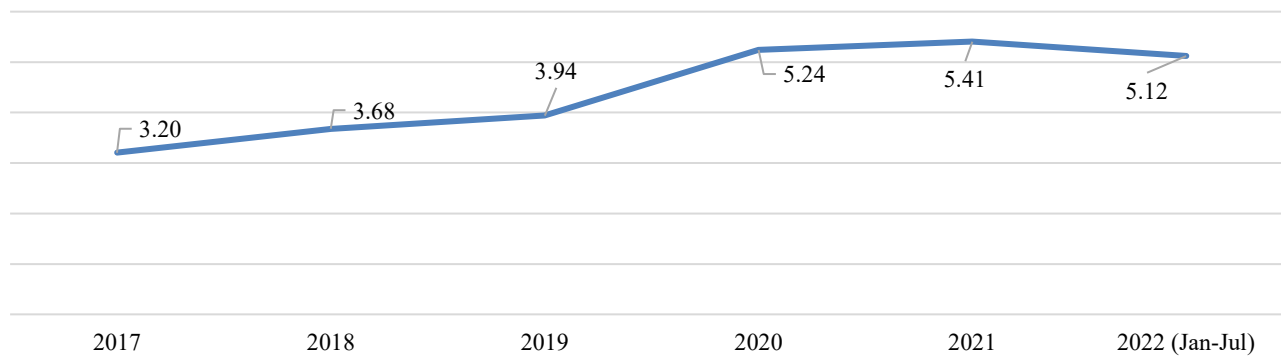


Brazilian Economy

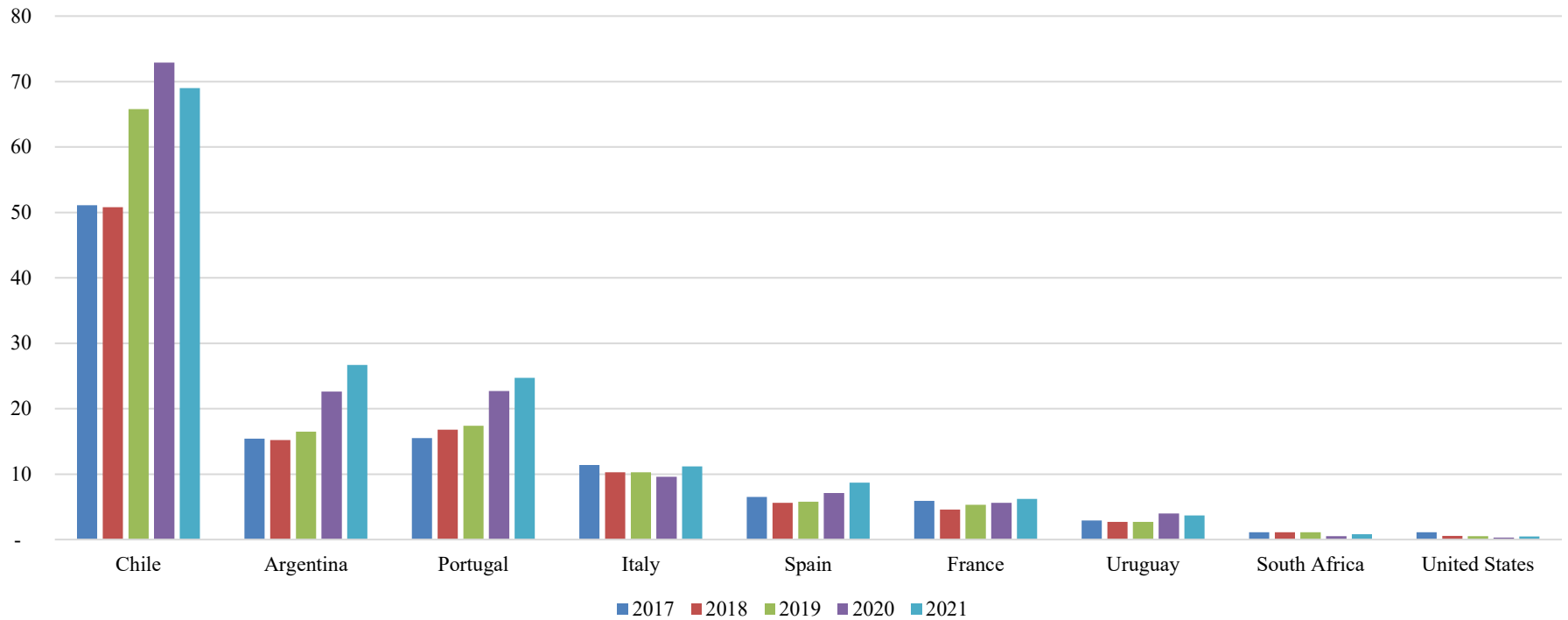
Brazilian Economy GDP Growth



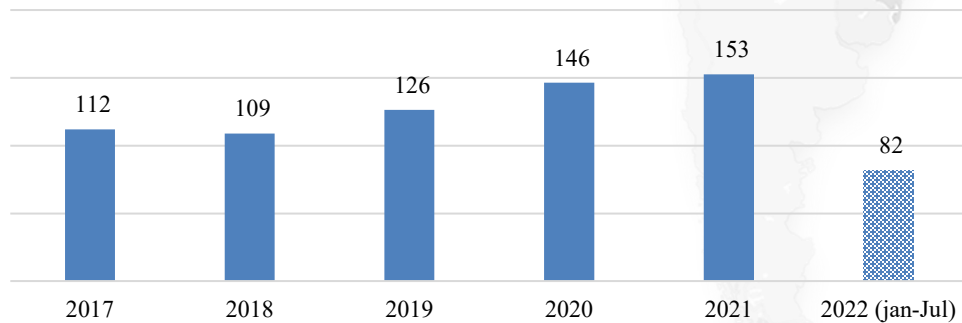
Exchange Rate: Brazilian Real per 1.00 US Dollar



Brazilian Wine Imports by Country - million liters



Brazilian Total Wine Imports - million liters HS Code: 22042100

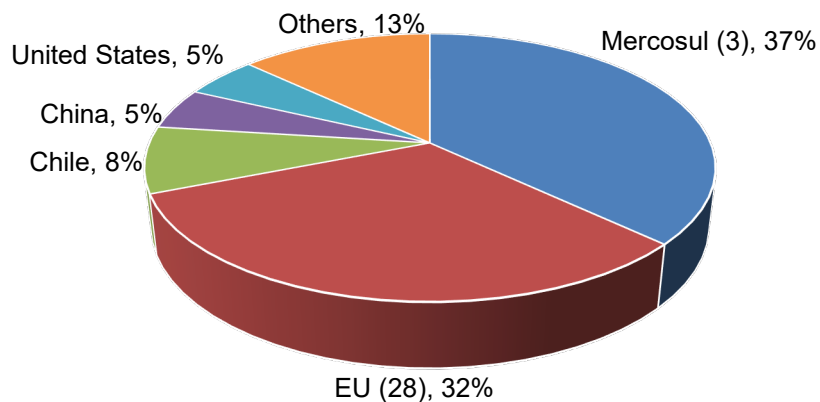


Source: Trade Data Monitor

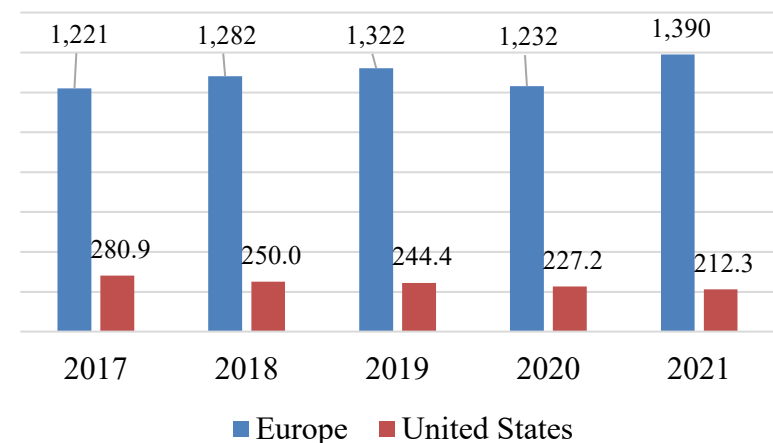
Challenges

Import Tax				
HS Code	Description	U.S.	Mercosul	E.U.
2204.10.90	Sparkling wine	16%	0%	16%
2204.21.00	Wine	27%	0%	27%

Share of Brazilian Consumer Oriented Products (COP) Imports (2021)



Brazilian Imports of COP US x Europe - US\$ Million

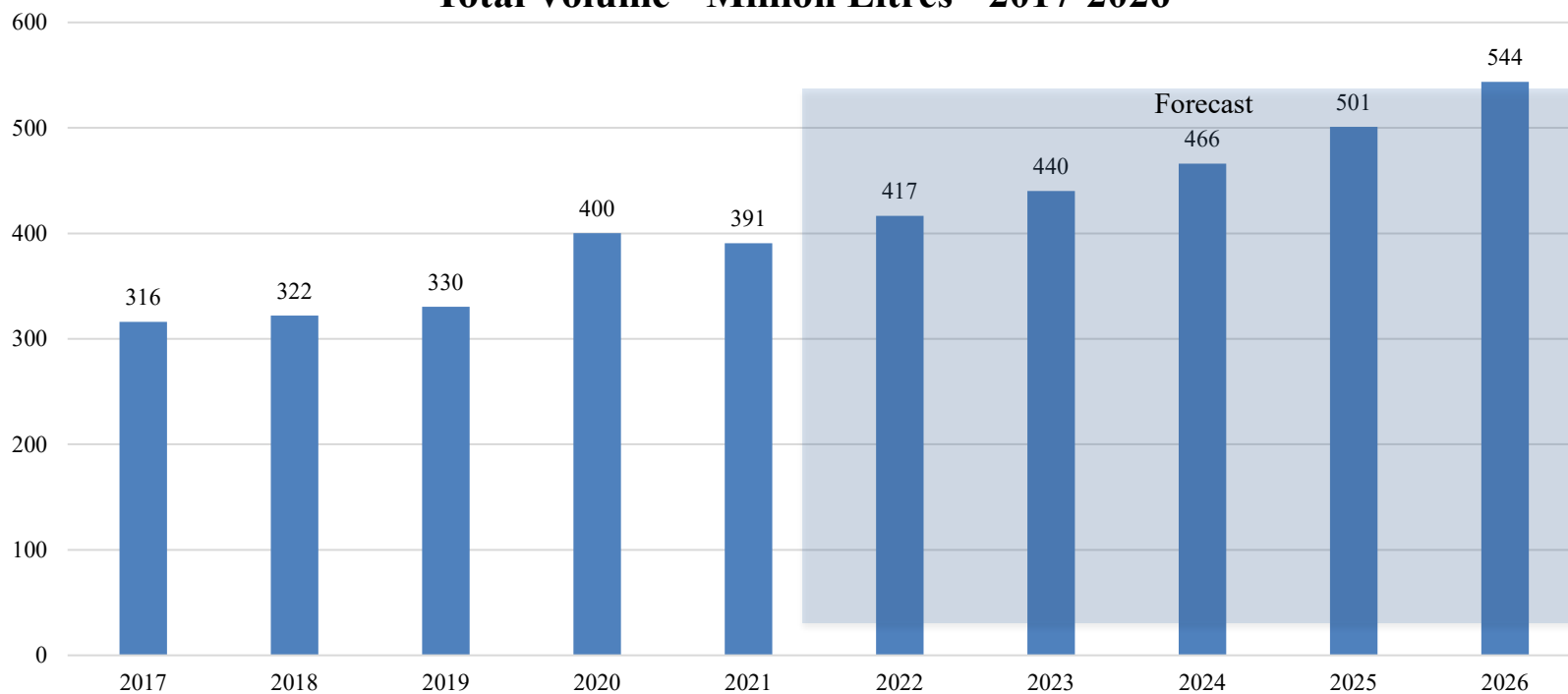


Opportunities

- Indulgence/Entertainment
- Breaking Away from Seasonality
- Wine Cans / Bag-in-box
- Food Service Recovery
- Wine Courses
- Wine Tourism
- Tastings

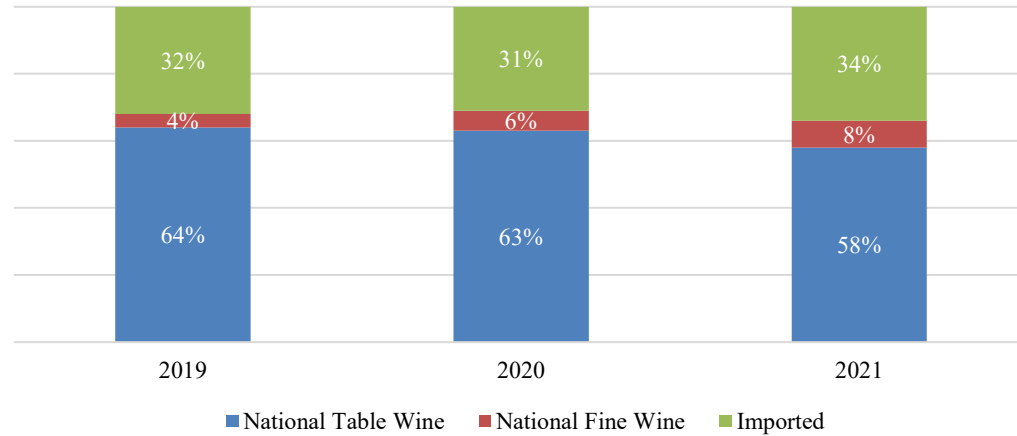
Brazilian Wine Market

**Sales of Wine
Total Volume - Million Litres - 2017-2026**

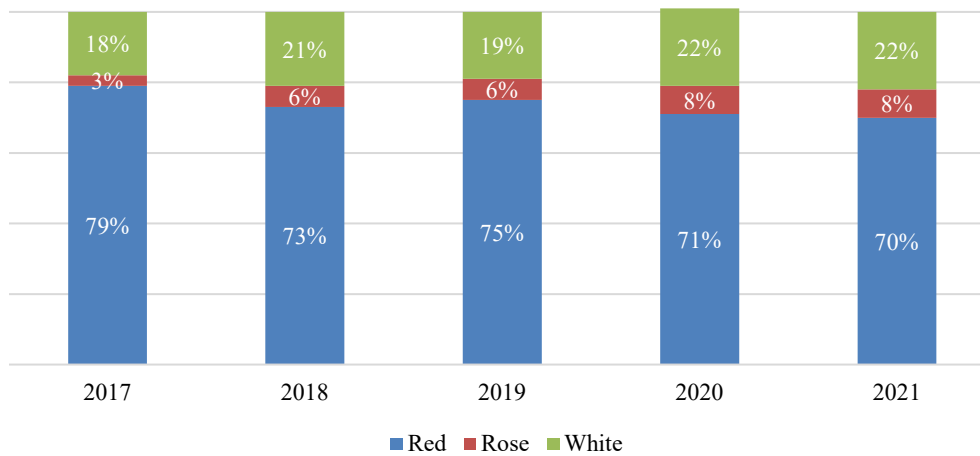




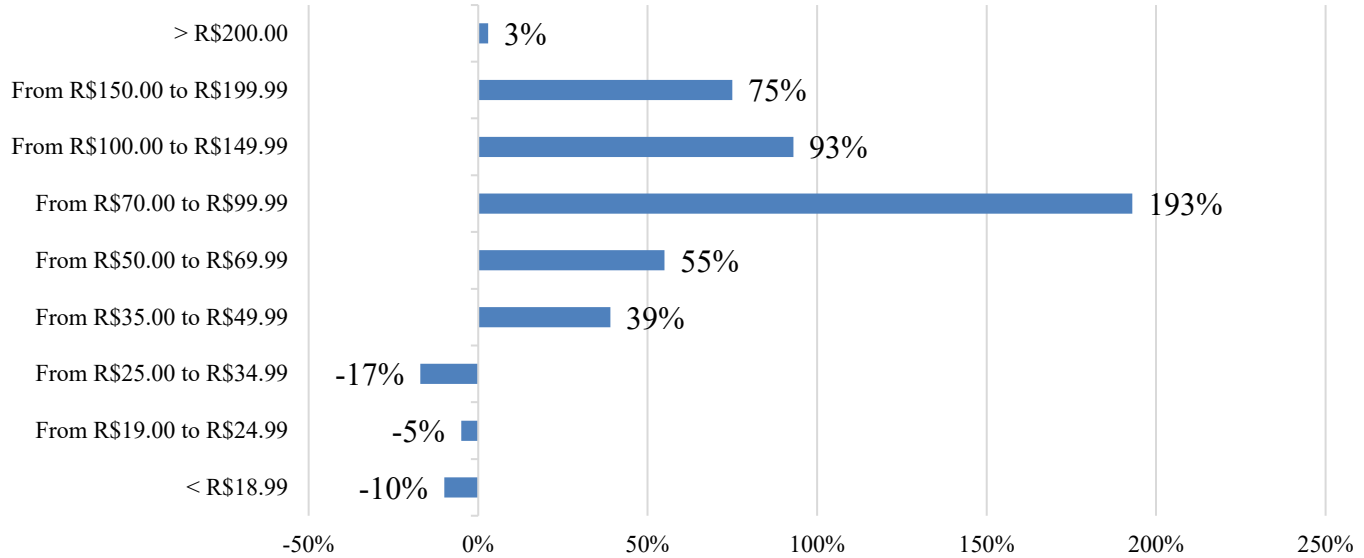
Wine Market Share in Brazil National x Imported



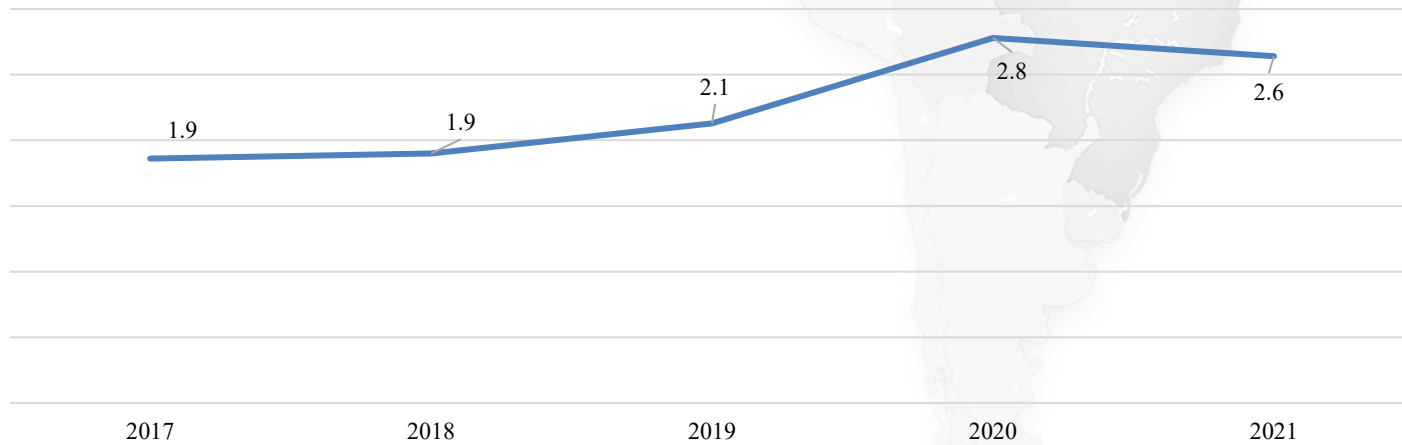
Market Share By Wine Type



Wine Sales Growth per Price Category Jan-Jul 2022



Per Capita Wine Consumption (L) in Brazil (+18)



Thank you!



United States Department of Agriculture

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