

The Brazilian Grape Juice: Market and Prospects

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Consumers are increasingly demanding *high-quality food products* in relation to health and quality of life. Several studies have proven the existence of anti oxidant compounds in grape juice. Some studies have linked longevity to the consumption of grape juice and wine. The publication of these results in the media has driven the consumption of grape juice in Brazil. This article aims to analyze the market of Brazilian grape juice. It will be discussed the main global markets exporters and importers to evaluate the position of Brazil in the world grape juice market. It will be conceptualized the different types of juice contained in Brazilian law, it will be described the main varieties used for grape juice production. It will be evaluated the market behavior by using the quantities of grape juice commercialized by type and discussed some characteristics of the grape growers and business developers of grape juice. According to the OIV's estimates (2010) the world production of grape juice fluctuates between 10 to 11 million hl. In 2006, the United States, Germany and Brazil were the world's largest consumers of grape juice . The Brazilian grape juice is made from *Vitis labrusca* cultivars, and hybrids, especially Isabel, Concord and Bordô. These juices are distinct from those produced in Argentina and in European countries because they use the *Vitis vinifera* L cultivars. For many years, the juice was the main commodity of the export sector, however, it has a great impact on the domestic market, where consumption continues to grow. The grape juice production in the state of Rio Grande do Sul absorbs more than 40% of the *Vitis labrusca* and hybrids grapes. In this State, it is produced around 200 million liters/year. Most of the grape juice is produced in the state of Rio Grande do Sul, in which the investments in this segment have increased. There is also grape juice production in the states of Santa Catarina (3.5 million liters), Paraná (1.25 million liters) and Mato Grosso do Sul (500,000 liters). In 1980, the state of Rio Grande do Sul commercialized 26.5 million liters of grape juice, rising to 188.4 million liters in 2009, reaching an average annual growth

rate around 7%. The integral grape juice has increased considerably in recent years, although the amount of this product is less than 15% of the total. In 2009, 29.13 million liters of integral grape juice were sold, while in 2000 only 6.85 million liters were commercialized. This represents annual growth rate over 14% per year . The consumption of grape juice in Brazil was only 0.09 liters per capita in 1993, rising to 0.86 liters in 2009. In 1993, Brazil exported 46.8 million liters of grape juice, representing 68% of the market of Brazilian grape juice. In 2009, 29.3 million liters of grape juice were exported, representing 16% of the market. From 1993 to 2009, the average price of Brazilian export increased 56% in average price achieved.

