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Black Friday has overtaken winter as Brazil’s biggest wine sales season

Retailers say weekslong discounts can generate 20% of annual sales at major sellers, lifting white, rosé and sparkling wines

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Black Friday promotions are reshaping Brazil’s wine market, pushing the year-end shopping season ahead of winter as the industry’s most important sales period and changing what consumers buy.

Executives at major importers and retailers told Bloomberg Línea on Thursday, November 19, that the spread of Black Friday discounts from a single day into weeks of promotions has made November and December the strongest stretch of the year for wine sales in Brazil. The shift has also expanded demand for white, rosé and sparkling wines, which are more closely tied to summer and holiday celebrations than to cold weather.

At Grupo Wine, which generates close to R$1 billion in annual revenue, the Black Friday period can represent 20% of yearly retail sales, according to Gabriel Benz, the group's B2C director. At Víssimo, the owner of Evino and Grand Cru, sales in November and December are about double the average of the previous 10 months, Chief Executive Antony Martins said.

For years, wine in Brazil was largely treated as a winter drink, with cold months concentrating the industry's strongest sales. That pattern has weakened as Black Friday became a larger retail event and gradually stretched into a monthlong campaign. Executives said the result has been a broader year-end sales season that now rivals or exceeds winter in importance.

The change matters beyond retail timing. It alters seasonality in the beverage business, affects how quickly inventories move and changes when Brazilian importers negotiate discounts with foreign wineries. It also has implications for other imported drinks categories that depend on exchange rates, stock planning and promotional calendars.

Wine sellers say the 2026 promotions are arriving in a market with unusually high inventories and a stronger U.S. dollar, but they still expect to offer discounts that are more attractive than in the rest of the year. Part of that is because many importers built stock earlier, when the exchange rate was more favorable.

Benz said Grupo Wine negotiated with producers in May and June and imported goods when the dollar was below R$5, before it climbed more than 15% after the elections. He said that preparation, rather than discounts negotiated in November, has been key to making year-end promotions possible. The company expects sales volume during the campaign to rise 11% this year.

Martins said the final quarter has always been important because of Christmas, but Black Friday has changed the balance inside that period. November has gained weight to the point that the sales event is now as important as Christmas for Víssimo's business, he said, turning the last two months of the year into a stronger and more unified selling season for wine.

Even Mistral, an importer focused on more expensive labels and consumers who are generally more experienced wine buyers, has seen Black Friday become part of the calendar. Chief Executive Otavio Lilla said the period is now firmly established in Brazil's promotions cycle, though it does not distort Mistral's annual revenue average as much as it does for more mass-market sellers.

The shift in seasonality is also visible in what Brazilians are drinking. Benz said red wine makes up 70%-75% of Grupo Wine's sales in the first half of the year. By the end of the year, that share falls to 60%-65% as white wines, rosés and sparkling wines gain ground, driven by holiday demand and summer consumption. In November 2025, sales of sparkling and other lighter styles at Wine rose 3 to 4 times, he said. Martins said Víssimo has seen the same pattern, with whites and sparkling wines growing faster even as reds remain the biggest category by volume.

Retailers also say consumer attention is no longer focused on a single shopping day. Black Friday in Brazil, as in many other markets, has spread across several weeks, and some companies say discounting in 2026 started well before November because the market entered the year with high stock levels after weak sales at the end of 2025.

Martins said import volumes in 2026 grew faster than sales volumes, leaving the sector with more product than it wanted. For Evino, which has a more promotional profile, that meant leaning harder into discounts. Benz said Black Friday should still bring the deepest markdowns of the year because carrying excess inventory is costly for suppliers and brands have little incentive to sit on high stock for long.

Lilla, however, questioned the logic of permanent discounting. He said that when retailers offer discounts all year, it can blur the line between promotional pricing and the real price of the product. Mistral has traditionally run an early-year clearance campaign for end-of-stock items, and Lilla said Black Friday has now pulled part of that

promotional weight into another part of the calendar. The two campaigns carry similar importance for the company, he said.

Despite the upbeat sales expectations for the current campaign ahead of Black Friday on November 27, executives said the market faces a difficult pricing environment after the end of the year, mainly because of currency pressure and broader economic uncertainty.

Benz said Grupo Wine has used supplier talks, currency hedging and bonded warehouse imports to soften the exchange-rate impact, but he expects gradual price increases after Black Friday. Martins said Víssimo's planning already assumes a dollar at R$5.70 and that the exchange-rate move is larger than the company's margin, making it impossible to absorb the full increase if the currency stays at that level.

Foreign wineries have shared part of the cost burden in order to protect their position in Brazil, one of the few wine markets still showing growth, the executives said. But they added that overseas producers have limited room to help because they are dealing with weaker global alcohol consumption, trade tensions and softer wine sales in other countries.

The trade agreement between Mercosur and the European Union, which began taking effect in 2026, could reduce prices for European wines in Brazil, according to the executives, although some of that benefit could be offset by Brazil's tax overhaul.

Even with higher prices likely, retailers said they still see a consumer trend toward paying more for better bottles, a pattern often described as premiumization. Martins said that while the total number of bottles sold may be under pressure, the average ticket is rising. He cited Evino's performance in higher-end Italian wines, saying the entry-focused retailer has become the biggest seller by volume in Brazil of Barolo and Brunello, labels that often cost more than R$300.

For Mistral, Lilla said that helps explain why Black Friday matters even for a premium importer. Discounts of as much as 60% can give customers access to wines they would not normally buy at full price, turning the sales event into a way to introduce more expensive labels rather than simply move cheap inventory.