

## **Snacks in Brazil**

Market Direction | 2022-07-07 | 83 pages | Euromonitor

### **AVAILABLE LICENSES:**

- Single User Licence €1750.00
- Multiple User License (1 Site) €3500.00
- Multiple User License (Global) €5250.00

### **Report description:**

2020 was a favourable year for some snacks categories, especially those that were usually consumed at home. For instance, sweet biscuits, chocolate confectionery and savoury snacks performed well during the first year of the pandemic. The emergency aid provided by the federal government favoured consumption by social classes D and E, and the population in general sought comfort from snacks during this difficult period. Other categories, whose consumption is predominantly outside of the home, suc...

Euromonitor International's Snacks in Brazil report offers in-depth knowledge of the market at a national level, providing local insight and understanding unavailable elsewhere. In addition to the latest retail sales data 2017-2021, it identifies the leading companies, brands and retail outlets, and assesses the key trends and demographic shifts behind consumer demand and sales growth. How key trends such as health and wellness, sustainability and recovery from the pandemic are shaping the market in <|Year|> directly informs our forecasts to 2026, clearly indicating how the market is expected to change.

Product coverage: Confectionery, Ice Cream, Savoury Snacks, Sweet Biscuits, Snack Bars and Fruit Snacks.

Data coverage: market sizes (historic and forecasts), company shares, brand shares and distribution data.

Why buy this report?

- \* Get a detailed picture of the Snacks market;
- \* Pinpoint growth sectors and identify factors driving change;
- \* Understand the competitive environment, the market's major players and leading brands;
- \* Use five-year forecasts to assess how the market is predicted to develop.

Euromonitor International has over 40 years' experience of publishing market research reports, business reference books and online information systems. With offices in London, Chicago, Singapore, Shanghai, Vilnius, Dubai, Cape Town, Santiago, Sydney, Tokyo and Bangalore and a network of over 800 analysts worldwide, Euromonitor International has a unique capability to develop reliable information resources to help drive informed strategic planning.

**Scotts International. EU Vat number: PL 6772247784**

tel. 0048 603 394 346 e-mail: support@scott's-international.com

www.scott's-international.com

## **Table of Contents:**

Snacks in Brazil  
Euromonitor International  
July 2022

List Of Contents And Tables

### **SNACKS IN BRAZIL**

#### **EXECUTIVE SUMMARY**

Snacks in 2022: The big picture

Key trends in 2022

Competitive landscape

Channel developments

What next for snacks?

CHART 1 Snacks Value Sales Growth Scenarios: 2020-2027

CHART 2 Snacks Impact of Drivers on Value Sales: 2020-2027

#### **MARKET DATA**

Table 1 Sales of Snacks by Category: Volume 2017-2022

Table 2 Sales of Snacks by Category: Value 2017-2022

Table 3 Sales of Snacks by Category: % Volume Growth 2017-2022

Table 4 Sales of Snacks by Category: % Value Growth 2017-2022

Table 5 NBO Company Shares of Snacks: % Value 2018-2022

Table 6 LBN Brand Shares of Snacks: % Value 2019-2022

Table 7 Penetration of Private Label by Category: % Value 2017-2022

Table 8 Distribution of Snacks by Format: % Value 2017-2022

Table 9 Forecast Sales of Snacks by Category: Volume 2022-2027

Table 10 □Forecast Sales of Snacks by Category: Value 2022-2027

Table 11 □Forecast Sales of Snacks by Category: % Volume Growth 2022-2027

Table 12 □Forecast Sales of Snacks by Category: % Value Growth 2022-2027

#### **DISCLAIMER**

#### **SOURCES**

Summary 1 Research Sources

### **CHOCOLATE CONFECTIONERY IN BRAZIL**

#### **KEY DATA FINDINGS**

#### **2022 DEVELOPMENTS**

Chocolate consumption remains resilient, but inflationary pressure is a threat

Chocolate Easter eggs lose share of shelf

E-commerce moves beyond a distribution channel

#### **PROSPECTS AND OPPORTUNITIES**

Indulgence balanced with health, and more inclusive lines

Focus on sustainable production

Cross-selling at points of sale is an opportunity

#### **CATEGORY DATA**

Summary 2 Other Chocolate Confectionery by Product Type: 2022

Table 13 Sales of Chocolate Confectionery by Category: Volume 2017-2022

Table 14 Sales of Chocolate Confectionery by Category: Value 2017-2022

Table 15 Sales of Chocolate Confectionery by Category: % Volume Growth 2017-2022

**Scotts International. EU Vat number: PL 6772247784**

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com

Table 16 Sales of Chocolate Confectionery by Category: % Value Growth 2017-2022

Table 17 Sales of Chocolate Tablets by Type: % Value 2017-2022

Table 18 NBO Company Shares of Chocolate Confectionery: % Value 2018-2022

Table 19 LBN Brand Shares of Chocolate Confectionery: % Value 2019-2022

Table 20 Distribution of Chocolate Confectionery by Format: % Value 2017-2022

Table 21 Forecast Sales of Chocolate Confectionery by Category: Volume 2022-2027

Table 22 □Forecast Sales of Chocolate Confectionery by Category: Value 2022-2027

Table 23 □Forecast Sales of Chocolate Confectionery by Category: % Volume Growth 2022-2027

Table 24 □Forecast Sales of Chocolate Confectionery by Category: % Value Growth 2022-2027

## GUM IN BRAZIL

### KEY DATA FINDINGS

#### 2022 DEVELOPMENTS

Impact of the closure of small local grocers during the pandemic jeopardises consumption

With little room for innovation, bubble gum players invest in cross-branding

Use of social media and festival sponsorship focused on younger consumer group

#### PROSPECTS AND OPPORTUNITIES

Adding vitamins and functional claims can be attractive

Focus on packaging modernisation and connection with generation Z

Growing number of tobacconists offers opportunities

#### CATEGORY DATA

Table 25 Sales of Gum by Category: Volume 2017-2022

Table 26 Sales of Gum by Category: Value 2017-2022

Table 27 Sales of Gum by Category: % Volume Growth 2017-2022

Table 28 Sales of Gum by Category: % Value Growth 2017-2022

Table 29 Sales of Gum by Flavour: Rankings 2017-2022

Table 30 NBO Company Shares of Gum: % Value 2018-2022

Table 31 LBN Brand Shares of Gum: % Value 2019-2022

Table 32 Distribution of Gum by Format: % Value 2017-2022

Table 33 Forecast Sales of Gum by Category: Volume 2022-2027

Table 34 □Forecast Sales of Gum by Category: Value 2022-2027

Table 35 □Forecast Sales of Gum by Category: % Volume Growth 2022-2027

Table 36 □Forecast Sales of Gum by Category: % Value Growth 2022-2027

## SUGAR CONFECTIONERY IN BRAZIL

### KEY DATA FINDINGS

#### 2022 DEVELOPMENTS

Slow recovery in sales in 2021 intensifies in 2022

Nostalgia as a growth driver, attracting millennials with cross-branded launches

Cash and carry and warehouse clubs remain relevant distribution channels, especially during celebrations

#### PROSPECTS AND OPPORTUNITIES

Sweet popcorn icon reinvented with a focus on health

Development of new products with a focus on generation Z

New formats for physical stores may attract more consumers

#### CATEGORY DATA

Summary 3 Other Sugar Confectionery by Product Type: 2022

Table 37 Sales of Sugar Confectionery by Category: Volume 2017-2022

Table 38 Sales of Sugar Confectionery by Category: Value 2017-2022

Table 39 Sales of Sugar Confectionery by Category: % Volume Growth 2017-2022

**Scotts International. EU Vat number: PL 6772247784**

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com

Table 40 Sales of Sugar Confectionery by Category: % Value Growth 2017-2022  
Table 41 Sales of Pastilles, Gummies, Jellies and Chews by Type: % Value 2017-2022  
Table 42 NBO Company Shares of Sugar Confectionery: % Value 2018-2022  
Table 43 LBN Brand Shares of Sugar Confectionery: % Value 2019-2022  
Table 44 Distribution of Sugar Confectionery by Format: % Value 2017-2022  
Table 45 Forecast Sales of Sugar Confectionery by Category: Volume 2022-2027  
Table 46 □Forecast Sales of Sugar Confectionery by Category: Value 2022-2027  
Table 47 □Forecast Sales of Sugar Confectionery by Category: % Volume Growth 2022-2027  
Table 48 □Forecast Sales of Sugar Confectionery by Category: % Value Growth 2022-2027

#### SWEET BISCUITS, SNACK BARS AND FRUIT SNACKS IN BRAZIL

##### KEY DATA FINDINGS

##### 2022 DEVELOPMENTS

Inflationary pressure and less financial aid from the federal government impact consumption  
Biscuits with indulgent appeal in smaller packages aimed at balanced consumption  
Cash and carry is consolidating in difficult economic times

##### PROSPECTS AND OPPORTUNITIES

Growth for protein/energy bars and fruit snacks allied to health concerns  
Valuing brands with purpose  
E-commerce should continue to grow, but offers need to be different from physical stores

##### CATEGORY DATA

Table 49 Sales of Sweet Biscuits, Snack Bars and Fruit Snacks by Category: Volume 2017-2022  
Table 50 Sales of Sweet Biscuits, Snack Bars and Fruit Snacks by Category: Value 2017-2022  
Table 51 Sales of Sweet Biscuits, Snack Bars and Fruit Snacks by Category: % Volume Growth 2017-2022  
Table 52 Sales of Sweet Biscuits, Snack Bars and Fruit Snacks by Category: % Value Growth 2017-2022  
Table 53 NBO Company Shares of Sweet Biscuits, Snack Bars and Fruit Snacks: % Value 2018-2022  
Table 54 LBN Brand Shares of Sweet Biscuits, Snack Bars and Fruit Snacks: % Value 2019-2022  
Table 55 NBO Company Shares of Sweet Biscuits: % Value 2018-2022  
Table 56 LBN Brand Shares of Sweet Biscuits: % Value 2019-2022  
Table 57 NBO Company Shares of Snack Bars: % Value 2018-2022  
Table 58 □LBN Brand Shares of Snack Bars: % Value 2019-2022  
Table 59 □NBO Company Shares of Fruit Snacks: % Value 2018-2022  
Table 60 □LBN Brand Shares of Fruit Snacks: % Value 2019-2022  
Table 61 □Distribution of Sweet Biscuits, Snack Bars and Fruit Snacks by Format: % Value 2017-2022  
Table 62 □Distribution of Sweet Biscuits by Format: % Value 2017-2022  
Table 63 □Distribution of Snack Bars by Format: % Value 2017-2022  
Table 64 □Distribution of Fruit Snacks by Format: % Value 2017-2022  
Table 65 □Forecast Sales of Sweet Biscuits, Snack Bars and Fruit Snacks by Category: Volume 2022-2027  
Table 66 □Forecast Sales of Sweet Biscuits, Snack Bars and Fruit Snacks by Category: Value 2022-2027  
Table 67 □Forecast Sales of Sweet Biscuits, Snack Bars and Fruit Snacks by Category: % Volume Growth 2022-2027  
Table 68 □Forecast Sales of Sweet Biscuits, Snack Bars and Fruit Snacks by Category: % Value Growth 2022-2027

#### ICE CREAM IN BRAZIL

##### KEY DATA FINDINGS

##### 2022 DEVELOPMENTS

2022 sees a slowing decline for the foodservice channel, but inflationary pressure continues to prevent growth  
Cross-category collaborations and successful brands in the premium segment  
E-commerce channel development is a challenge that may be overcome

##### PROSPECTS AND OPPORTUNITIES

**Scotts International. EU Vat number: PL 6772247784**

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com

Plant-based could be an innovation aggregator that may help the category recover

Regional flavours can attract consumers

Foodservice channels invest in "Instagrammable" stores

#### CATEGORY DATA

Table 69 Sales of Ice Cream by Category: Volume 2017-2022

Table 70 Sales of Ice Cream by Category: Value 2017-2022

Table 71 Sales of Ice Cream by Category: % Volume Growth 2017-2022

Table 72 Sales of Ice Cream by Category: % Value Growth 2017-2022

Table 73 Sales of Ice Cream by Leading Flavours: Rankings 2017-2022

Table 74 Sales of Impulse Ice Cream by Format: % Value 2017-2022

Table 75 NBO Company Shares of Ice Cream: % Value 2018-2022

Table 76 LBN Brand Shares of Ice Cream: % Value 2019-2022

Table 77 NBO Company Shares of Impulse Ice Cream: % Value 2018-2022

Table 78 □LBN Brand Shares of Impulse Ice Cream: % Value 2019-2022

Table 79 □NBO Company Shares of Take-home Ice Cream: % Value 2018-2022

Table 80 □LBN Brand Shares of Take-home Ice Cream: % Value 2019-2022

Table 81 □Distribution of Ice Cream by Format: % Value 2017-2022

Table 82 □Forecast Sales of Ice Cream by Category: Volume 2022-2027

Table 83 □Forecast Sales of Ice Cream by Category: Value 2022-2027

Table 84 □Forecast Sales of Ice Cream by Category: % Volume Growth 2022-2027

Table 85 □Forecast Sales of Ice Cream by Category: % Value Growth 2022-2027

#### SAVOURY SNACKS IN BRAZIL

##### KEY DATA FINDINGS

##### 2022 DEVELOPMENTS

Inflationary pressure leads players to reduce packaging size to offset higher production costs

Health trend in the post-pandemic scenario

Vaccination marks the resumption of consumption outside the home

##### PROSPECTS AND OPPORTUNITIES

Making global brands more local to better connect with consumers

Vegetable, pulse and bread chips expected to grow at a rapid pace

Local grocery stores are becoming professionals and attracting consumers

#### CATEGORY DATA

Table 86 Sales of Savoury Snacks by Category: Volume 2017-2022

Table 87 Sales of Savoury Snacks by Category: Value 2017-2022

Table 88 Sales of Savoury Snacks by Category: % Volume Growth 2017-2022

Table 89 Sales of Savoury Snacks by Category: % Value Growth 2017-2022

Table 90 NBO Company Shares of Savoury Snacks: % Value 2018-2022

Table 91 LBN Brand Shares of Savoury Snacks: % Value 2019-2022

Table 92 Distribution of Savoury Snacks by Format: % Value 2017-2022

Table 93 Forecast Sales of Savoury Snacks by Category: Volume 2022-2027

Table 94 Forecast Sales of Savoury Snacks by Category: Value 2022-2027

Table 95 □Forecast Sales of Savoury Snacks by Category: % Volume Growth 2022-2027

Table 96 □Forecast Sales of Savoury Snacks by Category: % Value Growth 2022-2027

**Scotts International. EU Vat number: PL 6772247784**

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com

**Snacks in Brazil**

Market Direction | 2022-07-07 | 83 pages | Euromonitor

To place an Order with Scotts International:

- Print this form
- Complete the relevant blank fields and sign
- Send as a scanned email to support@scott's-international.com

**ORDER FORM:**

Select license	License	Price
	Single User Licence	€1750.00
	Multiple User License (1 Site)	€3500.00
	Multiple User License (Global)	€5250.00
		VAT
		Total

\*Please circle the relevant license option. For any questions please contact support@scott's-international.com or 0048 603 394 346.

\*\* VAT will be added at 23% for Polish based companies, individuals and EU based companies who are unable to provide a valid EU Vat Numbers.

Email*	<input type="text"/>	Phone*	<input type="text"/>
First Name*	<input type="text"/>	Last Name*	<input type="text"/>
Job title*	<input type="text"/>		
Company Name*	<input type="text"/>	EU Vat / Tax ID / NIP number*	<input type="text"/>
Address*	<input type="text"/>	City*	<input type="text"/>
Zip Code*	<input type="text"/>	Country*	<input type="text"/>
		Date	<input type="text" value="2026-02-22"/>
		Signature	<input type="text"/>

**Scotts International. EU Vat number: PL 6772247784**

tel. 0048 603 394 346 e-mail: support@scott's-international.com

www.scott's-international.com