

## **Consumer Foodservice in Brazil**

Market Direction | 2023-02-15 | 111 pages | Euromonitor

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### **Report description:**

The year 2022 was marked by uncertainty. On the one hand, pandemic restrictions were left behind, and on the other its lingering negative effects were combined with multifactorial economic crisis. From Russia's invasion of Ukraine and high commodity prices, the Brazilian market continued to see mounting inflation, an increased cost of living, which reduced consumers' spending potential, and high unemployment rates, as well as uncertainties posed by the presidential elections. Consumer foodservic...

Euromonitor International's Consumer Foodservice in Brazil report offers a comprehensive guide to the size and shape of the market at a national level. It provides foodservice sales, the number of outlets and the number of transactions by sector, allowing you to identify the foodservice sectors driving growth. It identifies the leading companies, the leading brands and offers strategic analysis of key factors influencing the market - be they eating habits, lifestyle changes, tourism spending or legislative issues. Forecasts to 2027 illustrate how the market is set to change.

Product coverage: Consumer Foodservice by Location, Consumer Foodservice by Type.

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

Why buy this report?

- \* Get a detailed picture of the Consumer Foodservice 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.

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## **Table of Contents:**

Consumer Foodservice in Brazil  
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List Of Contents And Tables

### **CONSUMER FOODSERVICE IN BRAZIL**

#### **EXECUTIVE SUMMARY**

Consumer foodservice in 2022: The big picture  
2022 key trends  
Competitive landscape  
Independent foodservice developments  
What next for consumer foodservice?

#### **MARKET DATA**

Table 1 Units, Transactions and Value Sales in Consumer Foodservice 2017-2022  
Table 2 Units, Transactions and Value Sales in Consumer Foodservice: % Growth 2017-2022  
Table 3 Consumer Foodservice by Independent vs Chained by Type: Units/Outlets 2022  
Table 4 Consumer Foodservice by Independent vs Chained: % Foodservice Value 2017-2022  
Table 5 Sales in Consumer Foodservice by Eat-In vs Delivery and To-Go: % Foodservice Value 2017-2022  
Table 6 Sales in Consumer Foodservice by Food vs Drink Split: % Foodservice Value 2017-2022  
Table 7 Sales in Consumer Foodservice by Food vs Drink Split by Type: % Foodservice Value 2022  
Table 8 Sales in Consumer Foodservice by Online/Offline Ordering: % Foodservice Value 2017-2022  
Table 9 Sales in Consumer Foodservice by Location: % Foodservice Value 2017-2022  
Table 10 □GBO Company Shares in Chained Consumer Foodservice: % Foodservice Value 2018-2022  
Table 11 □GBN Brand Shares in Chained Consumer Foodservice: % Foodservice Value 2019-2022  
Table 12 □GBN Brand Shares in Chained Consumer Foodservice: Units/Outlets 2022  
Table 13 □Forecast Units, Transactions and Value Sales in Consumer Foodservice 2022-2027  
Table 14 □Forecast Units, Transactions and Value Sales in Consumer Foodservice: % Growth 2022-2027

#### **DISCLAIMER**

#### **SOURCES**

Summary 1 Research Sources

### **LIMITED-SERVICE RESTAURANTS IN BRAZIL**

#### **KEY DATA FINDINGS**

#### **2022 DEVELOPMENTS**

Eat-in sees recovery, but other channels maintain relevance  
Limited-service restaurants drive innovation across multiple channels  
Themes, nostalgia and child-friendly are amongst the creative strategies to compete for customer preference

#### **PROSPECTS AND OPPORTUNITIES**

Limited-service restaurants to keep improving and diversifying menus  
Convenience to remain key as the on-demand era continues to unfold  
Sustainability as a priority

#### **CATEGORY DATA**

Table 15 Limited-Service Restaurants by Category: Units/Outlets 2017-2022  
Table 16 Sales in Limited-Service Restaurants by Category: Number of Transactions 2017-2022  
Table 17 Sales in Limited-Service Restaurants by Category: Foodservice Value 2017-2022  
Table 18 Limited-Service Restaurants by Category: % Units/Outlets Growth 2017-2022

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Table 19 Sales in Limited-Service Restaurants by Category: % Transaction Growth 2017-2022  
Table 20 Sales in Limited-Service Restaurants by Category: % Foodservice Value Growth 2017-2022  
Table 21 GBO Company Shares in Chained Limited-Service Restaurants: % Foodservice Value 2018-2022  
Table 22 GBN Brand Shares in Chained Limited-Service Restaurants: % Foodservice Value 2019-2022  
Table 23 Forecast Limited-Service Restaurants by Category: Units/Outlets 2022-2027  
Table 24 □Forecast Sales in Limited-Service Restaurants by Category: Number of Transactions 2022-2027  
Table 25 □Forecast Sales in Limited-Service Restaurants by Category: Foodservice Value 2022-2027  
Table 26 □Forecast Limited-Service Restaurants by Category: % Units/Outlets Growth 2022-2027  
Table 27 □Forecast Sales in Limited-Service Restaurants by Category: % Transaction Growth 2022-2027  
Table 28 □Forecast Sales in Limited-Service Restaurants by Category: % Foodservice Value Growth 2022-2027

#### CAFES/BARS IN BRAZIL

##### KEY DATA FINDINGS

##### 2022 DEVELOPMENTS

End of pandemic restrictions favours cafes/bars, but the adverse macroeconomic scenario hampers growth

New consumer preferences present new opportunities for bars/pubs

Eat-in sales continue to gradually recover, but in a scenario of reinvention

##### PROSPECTS AND OPPORTUNITIES

More predictability in terms of sanitary concerns to bring some respite, but price will remain key to attract consumers

Convenience and diversification to set the tone for business models

Automation on the horizon - a solution for labour shortages and efficiency

##### CATEGORY DATA

Table 29 Cafes/Bars by Category: Units/Outlets 2017-2022  
Table 30 Sales in Cafes/Bars by Category: Number of Transactions 2017-2022  
Table 31 Sales in Cafes/Bars by Category: Foodservice Value 2017-2022  
Table 32 Cafes/Bars by Category: % Units/Outlets Growth 2017-2022  
Table 33 Sales in Cafes/Bars by Category: % Transaction Growth 2017-2022  
Table 34 Sales in Cafes/Bars by Category: % Foodservice Value Growth 2017-2022  
Table 35 GBO Company Shares in Chained Cafes/Bars: % Foodservice Value 2018-2022  
Table 36 GBN Brand Shares in Chained Cafes/Bars: % Foodservice Value 2019-2022  
Table 37 Forecast Cafes/Bars by Category: Units/Outlets 2022-2027  
Table 38 □Forecast Sales in Cafes/Bars by Category: Number of Transactions 2022-2027  
Table 39 □Forecast Sales in Cafes/Bars by Category: Foodservice Value 2022-2027  
Table 40 □Forecast Cafes/Bars by Category: % Units/Outlets Growth 2022-2027  
Table 41 □Forecast Sales in Cafes/Bars by Category: % Transaction Growth 2022-2027  
Table 42 □Forecast Sales in Cafes/Bars by Category: % Foodservice Value Growth 2022-2027

#### FULL-SERVICE RESTAURANTS IN BRAZIL

##### KEY DATA FINDINGS

##### 2022 DEVELOPMENTS

Eat-in is the focus to drive recovery, although this is still gradual

Ghost kitchens and virtual brands are alternatives for underused spaces and an opportunity to increase profitability

Digitalisation is key to improving efficiency and the customer experience

##### PROSPECTS AND OPPORTUNITIES

Increasing consumer purchasing power key to determining growth in foodservice

Brazilian full-service restaurants increasingly competitive as it develops towards greater maturity

Consumer preferences shift as sanitary concerns give way to other priorities

##### CATEGORY DATA

Table 43 Full-Service Restaurants by Category: Units/Outlets 2017-2022

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Table 44 Sales in Full-Service Restaurants by Category: Number of Transactions 2017-2022

Table 45 Sales in Full-Service Restaurants by Category: Foodservice Value 2017-2022

Table 46 Full-Service Restaurants by Category: % Units/Outlets Growth 2017-2022

Table 47 Sales in Full-Service Restaurants by Category: % Transaction Growth 2017-2022

Table 48 Sales in Full-Service Restaurants by Category: % Foodservice Value Growth 2017-2022

Table 49 GBO Company Shares in Chained Full-Service Restaurants: % Foodservice Value 2018-2022

Table 50 GBN Brand Shares in Chained Full-Service Restaurants: % Foodservice Value 2019-2022

Table 51 Forecast Full-Service Restaurants by Category: Units/Outlets 2022-2027

Table 52 □Forecast Sales in Full-Service Restaurants by Category: Number of Transactions 2022-2027

Table 53 □Forecast Sales in Full-Service Restaurants by Category: Foodservice Value 2022-2027

Table 54 □Forecast Full-Service Restaurants by Category: % Units/Outlets Growth 2022-2027

Table 55 □Forecast Sales in Full-Service Restaurants by Category: % Transaction Growth 2022-2027

Table 56 □Forecast Sales in Full-Service Restaurants by Category: % Foodservice Value Growth 2022-2027

## SELF-SERVICE CAFETERIAS IN BRAZIL

### KEY DATA FINDINGS

#### 2022 DEVELOPMENTS

Self-service cafeterias shows resilience due to consumer habits, but is still challenged by the macroeconomic scenario

Easing of concerns over sanitary issues benefits self-service cafeterias

Diversified menus are key to attract consumers

#### PROSPECTS AND OPPORTUNITIES

Online ordering to remain on the radar for self-service cafeterias

New work regimes will continue to challenge self-service cafeterias

From menu updates to ghost kitchens: Divino Fogao bets on multiple initiatives to attract consumers and improve its sales

#### CATEGORY DATA

Table 57 Self-Service Cafeterias: Units/Outlets 2017-2022

Table 58 Sales in Self-Service Cafeterias: Number of Transactions 2017-2022

Table 59 Sales in Self-Service Cafeterias: Foodservice Value 2017-2022

Table 60 Sales in Self-Service Cafeterias: % Units/Outlets Growth 2017-2022

Table 61 Sales in Self-Service Cafeterias: % Transaction Growth 2017-2022

Table 62 Sales in Self-Service Cafeterias: % Foodservice Value Growth 2017-2022

Table 63 GBO Company Shares in Chained Self-Service Cafeterias: % Foodservice Value 2018-2022

Table 64 GBN Brand Shares in Chained Self-Service Cafeterias: % Foodservice Value 2019-2022

Table 65 Forecast Self-Service Cafeterias: Units/Outlets 2022-2027

Table 66 □Forecast Sales in Self-Service Cafeterias: Number of Transactions 2022-2027

Table 67 □Forecast Sales in Self-Service Cafeterias: Foodservice Value 2022-2027

Table 68 □Forecast Self-Service Cafeterias: % Units/Outlets Growth 2022-2027

Table 69 □Forecast Sales in Self-Service Cafeterias: % Transaction Growth 2022-2027

Table 70 □Forecast Sales in Self-Service Cafeterias: % Foodservice Value Growth 2022-2027

## STREET STALLS/KIOSKS IN BRAZIL

### KEY DATA FINDINGS

#### 2022 DEVELOPMENTS

Street stalls/kiosks remains highly fragmented in Brazil, with a marked presence of independent players

Chained operators see an increasingly competitive landscape

Street stalls/kiosks embrace digitalisation and delivery

#### PROSPECTS AND OPPORTUNITIES

Automation on the horizon for street stalls/kiosks

Chained operators will continue to turn to kiosks to expand their business model

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Sustainable and healthy offers to leverage changes in consumer preference as sanitary concerns lose priority

#### CATEGORY DATA

Table 71 Street Stalls/Kiosks: Units/Outlets 2017-2022

Table 72 Sales in Street Stalls/Kiosks: Number of Transactions 2017-2022

Table 73 Sales in Street Stalls/Kiosks: Foodservice Value 2017-2022

Table 74 Street Stalls/Kiosks: % Units/Outlets Growth 2017-2022

Table 75 Sales in Street Stalls/Kiosks: % Transaction Growth 2017-2022

Table 76 Sales in Street Stalls/Kiosks: % Foodservice Value Growth 2017-2022

Table 77 GBO Company Shares in Chained Street Stalls/Kiosks: % Foodservice Value 2018-2022

Table 78 GBN Brand Shares in Chained Street Stalls/Kiosks: % Foodservice Value 2019-2022

Table 79 Forecast Street Stalls/Kiosks: Units/Outlets 2022-2027

Table 80 □Forecast Sales in Street Stalls/Kiosks: Number of Transactions 2022-2027

Table 81 □Forecast Sales in Street Stalls/Kiosks: Foodservice Value 2022-2027

Table 82 □Forecast Street Stalls/Kiosks: % Units/Outlets Growth 2022-2027

Table 83 □Forecast Sales in Street Stalls/Kiosks: % Transaction Growth 2022-2027

Table 84 □Forecast Sales in Street Stalls/Kiosks: % Foodservice Value Growth 2022-2027

#### CONSUMER FOODSERVICE BY LOCATION IN BRAZIL

##### KEY DATA FINDINGS

##### 2022 DEVELOPMENTS

Standalone continues to be the main location, and is reinvented to attract consumers back to dine-in

Non-standalone continues to benefit from the gradual return of travel

New consumer preferences and occasions shape opportunities for leisure locations

##### PROSPECTS AND OPPORTUNITIES

Recovery in shopping centres and new formats to benefit retail location

Standalone outlets expected to continue gradually losing share to other locations

#### CATEGORY DATA

Table 85 Consumer Foodservice by Location: Units/Outlets 2017-2022

Table 86 Sales in Consumer Foodservice by Location: Number of Transactions 2017-2022

Table 87 Sales in Consumer Foodservice by Location: Foodservice Value 2017-2022

Table 88 Consumer Foodservice by Location: % Units/Outlets Growth 2017-2022

Table 89 Sales in Consumer Foodservice by Location: % Transaction Growth 2017-2022

Table 90 Sales in Consumer Foodservice by Location: % Foodservice Value Growth 2017-2022

Table 91 Consumer Foodservice through Standalone: Units/Outlets 2017-2022

Table 92 Sales in Consumer Foodservice through Standalone: Number of Transactions 2017-2022

Table 93 Sales in Consumer Foodservice through Standalone: Foodservice Value 2017-2022

Table 94 □Consumer Foodservice through Standalone: % Units/Outlets Growth 2017-2022

Table 95 □Sales in Consumer Foodservice through Standalone: % Transaction Growth 2017-2022

Table 96 □Sales in Consumer Foodservice through Standalone: % Foodservice Value Growth 2017-2022

Table 97 □Consumer Foodservice through Leisure: Units/Outlets 2017-2022

Table 98 □Sales in Consumer Foodservice through Leisure: Number of Transactions 2017-2022

Table 99 □Sales in Consumer Foodservice through Leisure: Foodservice Value 2017-2022

Table 100 □Consumer Foodservice through Leisure: % Units/Outlets Growth 2017-2022

Table 101 □Sales in Consumer Foodservice through Leisure: % Transaction Growth 2017-2022

Table 102 □Sales in Consumer Foodservice through Leisure: % Foodservice Value Growth 2017-2022

Table 103 □Consumer Foodservice through Retail: Units/Outlets 2017-2022

Table 104 □Sales in Consumer Foodservice through Retail: Number of Transactions 2017-2022

Table 105 □Sales in Consumer Foodservice through Retail: Foodservice Value 2017-2022

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Table 106 □Consumer Foodservice through Retail: % Units/Outlets Growth 2017-2022  
Table 107 □Sales in Consumer Foodservice through Retail: % Transaction Growth 2017-2022  
Table 108 □Sales in Consumer Foodservice through Retail: % Foodservice Value Growth 2017-2022  
Table 109 □Consumer Foodservice through Lodging: Units/Outlets 2017-2022  
Table 110 □Sales in Consumer Foodservice through Lodging: Number of Transactions 2017-2022  
Table 111 □Sales in Consumer Foodservice through Lodging: Foodservice Value 2017-2022  
Table 112 □Consumer Foodservice through Lodging: % Units/Outlets Growth 2017-2022  
Table 113 □Sales in Consumer Foodservice through Lodging: % Transaction Growth 2017-2022  
Table 114 □Sales in Consumer Foodservice through Lodging: % Foodservice Value Growth 2017-2022  
Table 115 □Consumer Foodservice through Travel: Units/Outlets 2017-2022  
Table 116 □Sales in Consumer Foodservice through Travel: Number of Transactions 2017-2022  
Table 117 □Sales in Consumer Foodservice through Travel: Foodservice Value 2017-2022  
Table 118 □Consumer Foodservice through Travel: % Units/Outlets Growth 2017-2022  
Table 119 □Sales in Consumer Foodservice through Travel: % Transaction Growth 2017-2022  
Table 120 □Sales in Consumer Foodservice through Travel: % Foodservice Value Growth 2017-2022  
Table 121 □Forecast Consumer Foodservice by Location: Units/Outlets 2022-2027  
Table 122 □Forecast Sales in Consumer Foodservice by Location: Number of Transactions 2022-2027  
Table 123 □Forecast Sales in Consumer Foodservice by Location: Foodservice Value 2022-2027  
Table 124 □Forecast Consumer Foodservice by Location: % Units/Outlets Growth 2022-2027  
Table 125 □Forecast Sales in Consumer Foodservice by Location: % Transaction Growth 2022-2027  
Table 126 □Forecast Sales in Consumer Foodservice by Location: % Foodservice Value Growth 2022-2027  
Table 127 □Forecast Consumer Foodservice through Standalone: Units/Outlets 2022-2027  
Table 128 □Forecast Sales in Consumer Foodservice through Standalone: Number of Transactions 2022-2027  
Table 129 □Forecast Sales in Consumer Foodservice through Standalone: Foodservice Value 2022-2027  
Table 130 □Forecast Consumer Foodservice through Standalone: % Units/Outlets Growth 2022-2027  
Table 131 □Forecast Sales in Consumer Foodservice through Standalone: % Transaction Growth 2022-2027  
Table 132 □Forecast Sales in Consumer Foodservice through Standalone: % Foodservice Value Growth 2022-2027  
Table 133 □Forecast Consumer Foodservice through Leisure: Units/Outlets 2022-2027  
Table 134 □Forecast Sales in Consumer Foodservice through Leisure: Number of Transactions 2022-2027  
Table 135 □Forecast Sales in Consumer Foodservice through Leisure: Foodservice Value 2022-2027  
Table 136 □Forecast Consumer Foodservice through Leisure: % Units/Outlets Growth 2022-2027  
Table 137 □Forecast Sales in Consumer Foodservice through Leisure: % Transaction Growth 2022-2027  
Table 138 □Forecast Sales in Consumer Foodservice through Leisure: % Foodservice Value Growth 2022-2027  
Table 139 □Forecast Consumer Foodservice through Retail: Units/Outlets 2022-2027  
Table 140 □Forecast Sales in Consumer Foodservice through Retail: Number of Transactions 2022-2027  
Table 141 □Forecast Sales in Consumer Foodservice through Retail: Foodservice Value 2022-2027  
Table 142 □Forecast Consumer Foodservice through Retail: % Units/Outlets Growth 2022-2027  
Table 143 □Forecast Sales in Consumer Foodservice through Retail: % Transaction Growth 2022-2027  
Table 144 □Forecast Sales in Consumer Foodservice through Retail: % Foodservice Value Growth 2022-2027  
Table 145 □Forecast Consumer Foodservice through Lodging: Units/Outlets 2022-2027  
Table 146 □Forecast Sales in Consumer Foodservice through Lodging: Number of Transactions 2022-2027  
Table 147 □Forecast Sales in Consumer Foodservice through Lodging: Foodservice Value 2022-2027  
Table 148 □Forecast Consumer Foodservice through Lodging: % Units/Outlets Growth 2022-2027  
Table 149 □Forecast Sales in Consumer Foodservice through Lodging: % Transaction Growth 2022-2027  
Table 150 □Forecast Sales in Consumer Foodservice through Lodging: % Foodservice Value Growth 2022-2027  
Table 151 □Forecast Consumer Foodservice through Travel: Units/Outlets 2022-2027  
Table 152 □Forecast Sales in Consumer Foodservice through Travel: Number of Transactions 2022-2027

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Table 153 □Forecast Sales in Consumer Foodservice through Travel: Foodservice Value 2022-2027

Table 154 □Forecast Consumer Foodservice through Travel: % Units/Outlets Growth 2022-2027

Table 155 □Forecast Sales in Consumer Foodservice through Travel: % Transaction Growth 2022-2027

Table 156 □Forecast Sales in Consumer Foodservice through Travel: % Foodservice Value Growth 2022-2027

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