

Fruits in Brazil

Market Direction | 2023-04-04 | 22 pages | Euromonitor

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Report description:

Brazil has extremely high production of fruits, with consumption traditionally concentrated at the end of the year. Consumers in general are aware of the good-quality nutrition in fruits and vegetables, but frequently lack understanding of the positive impact of these products on their general health. There is room to improve the reach of information about the benefits of fruits, which has become even more important in view of the aggressive marketing strategies for processed foods.

Euromonitor International's Fruits in Brazil report offers a comprehensive guide to the size and shape of the market at a national level. It provides the latest retail sales data in volume terms 2018-2022, allowing you to identify the sectors driving growth. It offers strategic analysis of key factors influencing the market - be they new product developments, consumption patterns and distribution data. Forecasts to 2027 illustrate how the market is set to change.

Product coverage: Apples, Banana, Cherries, Cranberries/Blueberries, Grapefruit/Pomelo, Grapes, Kiwi Fruit, Lemon and Limes, Oranges, Tangerines and Mandarins, Other Fruits, Peaches/Nectarines, Pears/Quinces, Pineapple, Plums/Sloes, Strawberries.

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

Why buy this report?

- * Get a detailed picture of the Fruits 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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reliable information resources to help drive informed strategic planning.

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