

Snacks in Brazil

Market Direction | 2023-08-18 | 76 pages | Euromonitor

AVAILABLE LICENSES:

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

Report description:

Retail sales of snacks in Brazil registered a buoyant performance in current value terms in 2023, with savoury snacks and chocolate confectionery leading the way. However, this was partially due to inflationary pressures, as growth was more moderate in retail volume terms. Among the most affected categories was ice cream, which witnessed a further decline in demand during the year, primarily due to rising costs of production and transportation.

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 2018-2022, 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 2027, 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-international.com

www.scott-international.com

Table of Contents:

Snacks in Brazil
Euromonitor International
August 2023

List Of Contents And Tables

SNACKS IN BRAZIL

EXECUTIVE SUMMARY

Snacks in 2023: The big picture
Key trends in 2023
Competitive landscape
Channel developments
What next for snacks?

MARKET DATA

Table 1 Sales of Snacks by Category: Volume 2018-2023
Table 2 Sales of Snacks by Category: Value 2018-2023
Table 3 Sales of Snacks by Category: % Volume Growth 2018-2023
Table 4 Sales of Snacks by Category: % Value Growth 2018-2023
Table 5 NBO Company Shares of Snacks: % Value 2019-2023
Table 6 LBN Brand Shares of Snacks: % Value 2020-2023
Table 7 Penetration of Private Label by Category: % Value 2018-2023
Table 8 Distribution of Snacks by Format: % Value 2018-2023
Table 9 Forecast Sales of Snacks by Category: Volume 2023-2028
Table 10 □Forecast Sales of Snacks by Category: Value 2023-2028
Table 11 □Forecast Sales of Snacks by Category: % Volume Growth 2023-2028
Table 12 □Forecast Sales of Snacks by Category: % Value Growth 2023-2028

DISCLAIMER

SOURCES

Summary 1 Research Sources

CHOCOLATE CONFECTIONERY IN BRAZIL

KEY DATA FINDINGS

2023 DEVELOPMENTS

Tablets continue to lead chocolate confectionery in terms of consumption
Artisanal Easter eggs grow in popularity with more affordable prices and unique flavours
E-commerce plays an important role

PROSPECTS AND OPPORTUNITIES

Rise of chocolateries takes chocolate to a new level
Sustainability in the cocoa supply chain is a key concern
Retail channels will continue to evolve

CATEGORY DATA

Table 13 Sales of Chocolate Confectionery by Category: Volume 2018-2023
Table 14 Sales of Chocolate Confectionery by Category: Value 2018-2023
Table 15 Sales of Chocolate Confectionery by Category: % Volume Growth 2018-2023
Table 16 Sales of Chocolate Confectionery by Category: % Value Growth 2018-2023
Table 17 Sales of Chocolate Tablets by Type: % Value 2018-2023
Table 18 NBO Company Shares of Chocolate Confectionery: % Value 2019-2023

Scotts International. EU Vat number: PL 6772247784

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

www.scotts-international.com

Table 19 LBN Brand Shares of Chocolate Confectionery: % Value 2020-2023

Table 20 Distribution of Chocolate Confectionery by Format: % Value 2018-2023

Table 21 Forecast Sales of Chocolate Confectionery by Category: Volume 2023-2028

Table 22 □Forecast Sales of Chocolate Confectionery by Category: Value 2023-2028

Table 23 □Forecast Sales of Chocolate Confectionery by Category: % Volume Growth 2023-2028

Table 24 □Forecast Sales of Chocolate Confectionery by Category: % Value Growth 2023-2028

GUM IN BRAZIL

KEY DATA FINDINGS

2023 DEVELOPMENTS

Static demand for gum, despite normalisation of consumer lifestyles

Manufacturers seek to retain consumer interest through packaging innovations and introduction of healthier variants

Companies focus on digitalisation and personalisation

PROSPECTS AND OPPORTUNITIES

Focus on nostalgia is expected to continue

Sugar-free gums will focus on oral health benefits

Functional gums will gain traction

CATEGORY DATA

Table 25 Sales of Gum by Category: Volume 2018-2023

Table 26 Sales of Gum by Category: Value 2018-2023

Table 27 Sales of Gum by Category: % Volume Growth 2018-2023

Table 28 Sales of Gum by Category: % Value Growth 2018-2023

Table 29 Sales of Gum by Flavour: Rankings 2018-2023

Table 30 NBO Company Shares of Gum: % Value 2019-2023

Table 31 LBN Brand Shares of Gum: % Value 2020-2023

Table 32 Distribution of Gum by Format: % Value 2018-2023

Table 33 Forecast Sales of Gum by Category: Volume 2023-2028

Table 34 □Forecast Sales of Gum by Category: Value 2023-2028

Table 35 □Forecast Sales of Gum by Category: % Volume Growth 2023-2028

Table 36 □Forecast Sales of Gum by Category: % Value Growth 2023-2028

SUGAR CONFECTIONERY IN BRAZIL

KEY DATA FINDINGS

2023 DEVELOPMENTS

Sluggish performance in 2023, although gummies benefit from continued innovation

Manufacturers take customer-centric approach

Cross-branding collaborations and nostalgic connections drive growth

PROSPECTS AND OPPORTUNITIES

Movement towards regional ingredients

Self-service stalls in shopping malls gain traction

Trend towards therapeutic ingredients

CATEGORY DATA

Summary 2 Other Sugar Confectionery by Product Type: 2023

Table 37 Sales of Sugar Confectionery by Category: Volume 2018-2023

Table 38 Sales of Sugar Confectionery by Category: Value 2018-2023

Table 39 Sales of Sugar Confectionery by Category: % Volume Growth 2018-2023

Table 40 Sales of Sugar Confectionery by Category: % Value Growth 2018-2023

Table 41 Sales of Pastilles, Gummies, Jellies and Chews by Type: % Value 2018-2023

Table 42 NBO Company Shares of Sugar Confectionery: % Value 2019-2023

Scotts International. EU Vat number: PL 6772247784

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

www.scotts-international.com

Table 43 LBN Brand Shares of Sugar Confectionery: % Value 2020-2023

Table 44 Distribution of Sugar Confectionery by Format: % Value 2018-2023

Table 45 Forecast Sales of Sugar Confectionery by Category: Volume 2023-2028

Table 46 □Forecast Sales of Sugar Confectionery by Category: Value 2023-2028

Table 47 □Forecast Sales of Sugar Confectionery by Category: % Volume Growth 2023-2028

Table 48 □Forecast Sales of Sugar Confectionery by Category: % Value Growth 2023-2028

SWEET BISCUITS, SNACK BARS AND FRUIT SNACKS IN BRAZIL

KEY DATA FINDINGS

2023 DEVELOPMENTS

Shrinkification continues apace, but polarisation of consumption is in evidence

Health and wellness trends lead to growing emphasis on functional products

PROSPECTS AND OPPORTUNITIES

Fortified snacks containing creatine and protein to gain traction

Insect-based snack bars could challenge existing food norms

Manufacturers adapt their recipes, in light of new FOP labelling requirements

CATEGORY DATA

Table 49 Sales of Sweet Biscuits, Snack Bars and Fruit Snacks by Category: Volume 2018-2023

Table 50 Sales of Sweet Biscuits, Snack Bars and Fruit Snacks by Category: Value 2018-2023

Table 51 Sales of Sweet Biscuits, Snack Bars and Fruit Snacks by Category: % Volume Growth 2018-2023

Table 52 Sales of Sweet Biscuits, Snack Bars and Fruit Snacks by Category: % Value Growth 2018-2023

Table 53 NBO Company Shares of Sweet Biscuits, Snack Bars and Fruit Snacks: % Value 2019-2023

Table 54 LBN Brand Shares of Sweet Biscuits, Snack Bars and Fruit Snacks: % Value 2020-2023

Table 55 NBO Company Shares of Sweet Biscuits: % Value 2019-2023

Table 56 LBN Brand Shares of Sweet Biscuits: % Value 2020-2023

Table 57 NBO Company Shares of Snack Bars: % Value 2019-2023

Table 58 □LBN Brand Shares of Snack Bars: % Value 2020-2023

Table 59 □NBO Company Shares of Fruit Snacks: % Value 2019-2023

Table 60 □LBN Brand Shares of Fruit Snacks: % Value 2020-2023

Table 61 □Distribution of Sweet Biscuits, Snack Bars and Fruit Snacks by Format: % Value 2018-2023

Table 62 □Distribution of Sweet Biscuits by Format: % Value 2018-2023

Table 63 □Distribution of Snack Bars by Format: % Value 2018-2023

Table 64 □Distribution of Fruit Snacks by Format: % Value 2018-2023

Table 65 □Forecast Sales of Sweet Biscuits, Snack Bars and Fruit Snacks by Category: Volume 2023-2028

Table 66 □Forecast Sales of Sweet Biscuits, Snack Bars and Fruit Snacks by Category: Value 2023-2028

Table 67 □Forecast Sales of Sweet Biscuits, Snack Bars and Fruit Snacks by Category: % Volume Growth 2023-2028

Table 68 □Forecast Sales of Sweet Biscuits, Snack Bars and Fruit Snacks by Category: % Value Growth 2023-2028

ICE CREAM IN BRAZIL

KEY DATA FINDINGS

2023 DEVELOPMENTS

Ice cream suffers further declines amid inflationary pressures

Foodservice volumes receive boost from growing popularity of artisanal ice cream parlours

Manufacturers look to expand into untapped markets

PROSPECTS AND OPPORTUNITIES

Tax reform could provide welcome boost to ice cream

Further premiumisation of ice cream parlours

Focus on regional flavours and ingredients

CATEGORY DATA

Scotts International. EU Vat number: PL 6772247784

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

www.scotts-international.com

Table 69 Sales of Ice Cream by Category: Volume 2018-2023
Table 70 Sales of Ice Cream by Category: Value 2018-2023
Table 71 Sales of Ice Cream by Category: % Volume Growth 2018-2023
Table 72 Sales of Ice Cream by Category: % Value Growth 2018-2023
Table 73 Sales of Ice Cream by Leading Flavours: Rankings 2018-2023
Table 74 Sales of Impulse Ice Cream by Format: % Value 2018-2023
Table 75 NBO Company Shares of Ice Cream: % Value 2019-2023
Table 76 LBN Brand Shares of Ice Cream: % Value 2020-2023
Table 77 NBO Company Shares of Impulse Ice Cream: % Value 2019-2023
Table 78 □LBN Brand Shares of Impulse Ice Cream: % Value 2020-2023
Table 79 □NBO Company Shares of Take-home Ice Cream: % Value 2019-2023
Table 80 □LBN Brand Shares of Take-home Ice Cream: % Value 2020-2023
Table 81 □Distribution of Ice Cream by Format: % Value 2018-2023
Table 82 □Forecast Sales of Ice Cream by Category: Volume 2023-2028
Table 83 □Forecast Sales of Ice Cream by Category: Value 2023-2028
Table 84 □Forecast Sales of Ice Cream by Category: % Volume Growth 2023-2028
Table 85 □Forecast Sales of Ice Cream by Category: % Value Growth 2023-2028

SAVOURY SNACKS IN BRAZIL

KEY DATA FINDINGS

2023 DEVELOPMENTS

Return to on-the-go snacking benefits sales of savoury snacks, but consumers show a preference for economical options

Manufacturers pursue new consumption occasions and healthier options in bid to grow sales

Rise of local flavours

PROSPECTS AND OPPORTUNITIES

Products that offer a combination of convenience and health will be focus of new product launches

Insect-based snacks could offer potential

FOP labelling will force players to review recipes and packaging

CATEGORY DATA

Table 86 Sales of Savoury Snacks by Category: Volume 2018-2023
Table 87 Sales of Savoury Snacks by Category: Value 2018-2023
Table 88 Sales of Savoury Snacks by Category: % Volume Growth 2018-2023
Table 89 Sales of Savoury Snacks by Category: % Value Growth 2018-2023
Table 90 NBO Company Shares of Savoury Snacks: % Value 2019-2023
Table 91 LBN Brand Shares of Savoury Snacks: % Value 2020-2023
Table 92 Distribution of Savoury Snacks by Format: % Value 2018-2023
Table 93 Forecast Sales of Savoury Snacks by Category: Volume 2023-2028
Table 94 Forecast Sales of Savoury Snacks by Category: Value 2023-2028
Table 95 □Forecast Sales of Savoury Snacks by Category: % Volume Growth 2023-2028
Table 96 □Forecast Sales of Savoury Snacks by Category: % Value Growth 2023-2028

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 | 2023-08-18 | 76 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="2026-02-23"/>
		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