

Sweet Spreads in Brazil

Market Direction | 2023-12-14 | 21 pages | Euromonitor

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Report description:

Amid the constraints imposed by the impacts of the pandemic, rising inflation, the devaluation of the Brazilian real against the US dollar, and successive restrictions in various global supply chains, players have had to concentrate their efforts on navigating this turbulent period. In 2022, they began their investment processes, either by launching new products, product lines, or marketing campaigns to ensure the strength of their flagship brands. In chocolate spreads, Ferrero's Nutella has exp...

Euromonitor International's Sweet Spreads 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: Chocolate Spreads, Honey, Jams and Preserves, Nut and Seed Based Spreads.

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

Why buy this report?

- * Get a detailed picture of the Sweet Spreads 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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Euromonitor International
December 2023

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