

**Brazil Food Safety Testing Market By Technology (Agar culturing, PCR-based assay, Immunoassay-based, Others), By Food Tested (Meat and meat product, Dairy and dairy product, Cereals, grains, and pulses, Processed food, Others), By Type (Pathogen, Genetically modified organism (GMO), Chemical and toxin, Others): Opportunity Analysis and Industry Forecast, 2021-2031**

Market Report | 2023-10-01 | 72 pages | Allied Market Research

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**Report description:**

The Brazil food safety testing market is growing rapidly due to certain factors, including focus of government toward food safety, surge in demand for food that is devoid of contamination, and rise in awareness among public regarding foodborne ailments. The market is segmented on the basis of technology, food tested, and type. By technology, the market is divided into agar culturing, PCR-based assay, immunoassay-based, and others. Depending upon food tested, the market is categorized into meat & meat product; dairy & dairy product; cereals, grains, & pulses; processed food; and others. According to type, the market is classified into pathogen, Genetically Modified Organism (GMO), chemical and toxin, and others. The market is projected to develop owing to advancements in food safety testing methods.

The Brazil food safety testing market is witnessing traction due to rise in awareness among public pertaining to foodborne illnesses and surge in demand for cleaner food from customers. Brazil is highly susceptible to changing temperature and climate due to which the demand for food safety has been necessitated. Customers are becoming more aware of food safety and security risks, hence, are demanding for better security requirements established by the controlling bodies. The federal government has implemented numerous laws to fulfill the demands of common public and to ensure safety throughout the food manufacturing procedure. This has made food service organizations in the country to be apprehensive about their food safety requirements. Besides the boosting understanding, the market is driven by various other aspects such as the development of innovative technology, rapid urbanization, rise in accessibility to food safety testing facilities, increase in financial investments by food & beverage companies, and variety of affordable microbe tests. On the contrary, there are certain restraints of the market such as

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increase in complexity of testing techniques, dearth of skilled technicians, and increase in initial prices associated with advanced food safety testing technologies.

Food safety testing has experienced development with increasing focus by the federal government authorities and rising awareness among the public. Brazil food safety testing market is an untapped market as it exhibits high potential for growth owing to the fact that present screening techniques are not compatible to counter the challenges faced by food safety testing. With increasing food safety and security problems, the market needs to develop quick and reliable testing approaches for pathogens, contaminants, and specific microorganisms. To attain this, there is a demand for reliable and effective research laboratory services and screening techniques such as pathogen identification and discovery system and bacteriological evaluation to recognize, control, and screen food safety risks. This is expected to offer potential opportunities for screening companies in the coming future. Furthermore, with increasing digitalization, businesses can make use of Artificial Intelligence (AI) and big data to obtain insights into the food market and supply better & affordable solutions to food safety problems. In addition, investments by suppliers and organizations in establishing advanced testing technologies are anticipated to make food safety testing precise. The market presents high obstacles for entry due to the requirement for a high degree of innovative technology and skilled workers. Furthermore, implementation of government policies and authorizations is expected to be an obstacle for new entrants to enter the market. The Porter's five forces analysis assists to understand the competitive scenario of the industry and role of each stakeholder. The analysis includes threat of new entrants, threat of substitutes, bargaining power of buyers, bargaining power of suppliers, and competitive rivalry. The bargaining power of suppliers is low due to the presence of numerous key players and extreme fragmentation of the food safety testing market. Owing to the existence of a large number of food testing companies and retail outlets, the bargaining power of buyers is further reduced. The threat of substitutes is significantly low in the market as there are no alternatives to food safety testing. The market is very fragmented and there is extreme competition among various key players. This compels the existing players to regularly innovate and update their product or services to strengthen their foothold in the market.

#### Key Benefits For Stakeholders

- Enable informed decision-making process and offer market analysis based on current market situation and estimated future trends.
- Analyze the key strategies adopted by major market players in brazil food safety testing market.
- Assess and rank the top factors that are expected to affect the growth of brazil food safety testing market.
- Top Player positioning provides a clear understanding of the present position of market players.
- Detailed analysis of the brazil food safety testing market segmentation assists to determine the prevailing market opportunities.
- Identify key investment pockets for various offerings in the market.

Additional benefits you will get with this purchase are:

- Quarterly Update and\* (only available with a corporate license, on listed price)
- 5 additional Company Profile of client Choice pre- or Post-purchase, as a free update.
- Free Upcoming Version on the Purchase of Five and Enterprise User License.
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- 24-hour priority response\*
- Free Industry updates and white papers.

Possible Customization with this report (with additional cost and timeline, please talk to the sales executive to know more)

- Analysis of raw material in a product (by %)
- Consumer Buying Behavior Analysis

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- Industry life cycle assessment, by region
- Product Life Cycles
- Technology Trend Analysis
- Market share analysis of players by products/segments
- Pain Point Analysis
- Regulatory Guidelines
- Additional company profiles with specific to client's interest
- Additional country or region analysis- market size and forecast
- Brands Share Analysis
- Expanded list for Company Profiles
- Key player details (including location, contact details, supplier/vendor network etc. in excel format)
- Per Capita Consumption Trends
- SWOT Analysis
- Volume Market Size and Forecast

#### Key Market Segments

##### By Food Tested

- Meat and meat product
- Dairy and dairy product
- Cereals, grains, and pulses
- Processed food
- Others

##### By Type

- Pathogen
- Genetically modified organism (GMO)
- Chemical and toxin
- Others

##### By Technology

- Agar culturing
- PCR-based assay
- Immunoassay-based
- Others

##### - Key Market Players

- SGS
- Bureau Veritas
- Intertek
- Eurofins Scientific
- TUV SUD
- ALS Limited
- IDEXX Laboratories
- Merieux Nutrisciences
- Scimed
- Emsure Technologies

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