

## **Chocolate Confectionery in Brazil**

Market Direction | 2024-10-16 | 22 pages | Euromonitor

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### **Report description:**

Demand for chocolate confectionery in Brazil continues to rise in 2024. Traditionally, Brazilians have a strong habit of giving gifts on special dates (such as "dia dos namorados" - the local version of Valentine's Day, Mother's Day, birthdays, or even when visiting someone from their social circle). Together with fragrances, apparel, flowers and visits to restaurants, chocolate confectionery remains among the most important options for these occasions requiring a gift. Demand for gifts becomes...

Euromonitor International's Chocolate Confectionery 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 2019-2023, 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 2028, clearly indicating how the market is expected to change.

Product coverage: Boxed Assortments, Chocolate Pouches and Bags, Chocolate with Toys, Countlines, Other Chocolate Confectionery, Seasonal Chocolate, Tablets.

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

#### **Why buy this report?**

- \* Get a detailed picture of the Chocolate Confectionery 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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Euromonitor International  
October 2024

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