

Snacks in Brazil

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Report description:

In 2024, retail volume growth of snacks in Brazil remains low but positive amid rising unit prices. Brazilian consumers remain cautious, still influenced by inflationary pressures despite a marginal recovery and a potentially improving economic outlook. They continue to prioritise spending on necessities, and are focused on making their budgets last for longer. The high concentration of consumers at the base of the social pyramid also elevates the risk of food insecurity. Although the number of...

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 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: 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.

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Chocolate confectionery posts another solid year of growth, supported by Brazil's gifting culture

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In-store environment leads to experimentation and unconventional investments in brand awareness

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SUGAR CONFECTIONERY IN BRAZIL

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Consumers searching for healthy options will drive functionality

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