

Sweet Biscuits, Snack Bars and Fruit Snacks in Brazil

Market Direction | 2024-10-16 | 29 pages | Euromonitor

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Report description:

Producers of sweet biscuits in Brazil are investing in the "chocobakery" concept, launching cookies with both chocolate filling and coating, alongside double and triple chocolate cookies. Nestle launched two products under such a concept: Choco Trio and Choco Cookies, both with extra chocolate. However, they are expected to be consumed sparingly when Brazilians desire small moments of indulgence.

Euromonitor International's Sweet Biscuits, Snack Bars and Fruit 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: Fruit Snacks, Snack Bars, Sweet Biscuits.

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 Biscuits, Snack Bars and Fruit 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

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reliable information resources to help drive informed strategic planning.

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2024 DEVELOPMENTS

Sweet biscuits linked to indulgence and consumed sparingly
Boom of protein/energy bars leveraged by the concept of balanced indulgence
Rising demand for more economical options from price-sensitive consumers

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Consumer awareness to elevate level of expectations regarding nutritional composition
Polarisation expected to reinforce indulgence and cost-benefit purchases
"Shrinkflation" leads to new strategies in brand positioning

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