

Sweet Spreads in Brazil

Market Direction | 2024-12-04 | 23 pages | Euromonitor

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Report description:

Brazil has seen a macroeconomic scenario with a mix of both positive and challenging factors in 2023 and 2024. Robust economic growth has been witnessed in the country, driven by a strong labour market and fiscal transfers. However, consumers and businesses have seen significant challenges from inflationary pressures and rising interest rates. For this reason, many Brazilians have been more cautious in their approach to spending, becoming increasingly price-conscious, and shifting their preferen...

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 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: 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 2024

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Peanut butter revamp, with health and wellness claims

Addressing healthier lifestyles with the fortification of sweet spreads

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