

# Frozen Food Market in Brazil to 2014

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## Abstracts

### Introduction

This databook provides key data and information on the frozen food market in Brazil. This report is a comprehensive resource for market, category and segment level data including value, volume, distribution share and company & brand share. This report also provides expenditure and consumption data for the historic and forecast periods.

### Scope

Contains data on: frozen meat, frozen ready meals, frozen potato, frozen desserts, fish/seafood, frozen bakery, frozen vegetables, frozen pizza and fruit

Market, category and segment level information on value, volume, and expenditure & consumption, with historic (2004-09) and forecast (2010-14) data

Category level company and brand share as well as distribution share information for 2008 and 2009

### Highlights

The market for frozen food in Brazil increased at a compound annual growth rate of 4% between 2004 and 2009.

The frozen meat products category led the frozen food market in Brazil, accounting for a share of 79.6%.

The leading players in the Brazilian frozen food market include Sadia S.A.,

Perdigao S.A. and Rezende Alimenstos.

## **Reasons to Purchase**

Develop business strategies by understanding the quantitative trends within the frozen food market in Brazil

Design effective marketing and sales strategies by identifying key market categories and segments

Identify key players within the market to plan lucrative M&A, partnerships and agreements

"

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