

## Brf Brasil Foods SA in Packaged Food (Brazil)

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### Abstracts

After selling two important businesses in its portfolio – Batavo and Elegê – to Groupe Lactalis in 2015, the company lost significant value share. The company also lost value share due to the temporary absence of one of the most important brands within its frozen foods portfolio for a 5-year period – Perdigão; however, this restriction imposed by CADE (in order to approve the merger between the companies Sadia and Perdigão) finished in 2017. Consequently, the Perdigão brand returned to the Brazi...

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**Product coverage:** Baby Food, Baked Goods, Breakfast Cereals, Confectionery, Dairy, Edible Oils, Ice Cream and Frozen Desserts, Processed Fruit and Vegetables, Processed Meat and Seafood, Ready Meals, Rice, Pasta and Noodles, Sauces, Dressings and Condiments, Savoury Snacks, Soup, Spreads, 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 Packaged Food 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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