

Chocolate Confectionery in Brazil

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The second half of 2017 presented an optimistic scenario for Brazil's economy in comparison with the recent years of recession. Record low inflation rates, primarily driven by deflation in food prices and raw materials, had a positive impact on foods overall. Lower prices in other categories allowed consumers to begin purchasing superfluous products that were left out during the economic crisis. This was the case with chocolate confectionery, as the products are affordable and significant promot...

Euromonitor International's Chocolate Confectionery in Brazil report offers a comprehensive guide to the size and shape of the market at a national level. It provides the latest retail sales data 2013-2017, allowing you to identify the sectors driving growth. It identifies the leading companies, the leading brands and offers strategic analysis of key factors influencing the market - be they new product developments, distribution or pricing issues. Forecasts to 2022 illustrate how the market is set to change.

Product coverage: Boxed Assortments, Chocolate Pouches and Bags, Chocolate with Toys, Countlines, Other Chocolate Confectionery, Seasonal Chocolate, Tablets.

Data coverage: market sizes (historic and forecasts), company shares, brand shares and distribution data.

Why buy this report?

- Get a detailed picture of the Chocolate Confectionery 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 reliable information resources to help drive informed strategic planning.

Table of Content

Headlines

Prospects

Record Low Inflation and Interest Rates Encourage Consumer Spending

Packaging Inherited From Economic Crisis Answers Consumer Demand, Driving Growth

Higher Value-added Countlines and Tablets Help Drive Growth

Competitive Landscape

Ibac Indústria Brasileira De Alimentos E Chocolates Ltda Continues To Gain Retail Value Share, But Remains Far Behind Leaders Nestlé and Mondelez

Snickers (from Mars Brasil Alimentos) Proves the Power of Social Media in Youth-driven Category

Competitive Landscape Remains Fragmented Among Local Players Due To Premium Chocolate Category Data

- Table 1 Sales of Chocolate Confectionery by Category: Volume 2013-2018
- Table 2 Sales of Chocolate Confectionery by Category: Value 2013-2018
- Table 3 Sales of Chocolate Confectionery by Category: % Volume Growth 2013-2018
- Table 4 Sales of Chocolate Confectionery by Category: % Value Growth 2013-2018
- Table 5 Sales of Chocolate Tablets by Type: % Value 2013-2018
- Table 6 NBO Company Shares of Chocolate Confectionery: % Value 2014-2018
- Table 7 LBN Brand Shares of Chocolate Confectionery: % Value 2015-2018
- Table 8 Distribution of Chocolate Confectionery by Format: % Value 2013-2018
- Table 9 Forecast Sales of Chocolate Confectionery by Category: Volume 2018-2023
- Table 10 Forecast Sales of Chocolate Confectionery by Category: Value 2018-2023
- Table 11 Forecast Sales of Chocolate Confectionery by Category: % Volume Growth 2018-2023
- Table 12 Forecast Sales of Chocolate Confectionery by Category: % Value Growth 2018-2023

Executive Summary

Challenges and Opportunities Ahead

2018 Truck Driver Crisis Turns Off the Light at the End of the Tunnel Seen in Late 2017

Incumbents Lose Share and Mitigate With Acquisitions, While Regional Players Grow

High-end Consumers Seek Convenience, While Others Continue To Seek Bargains

Post-election 2018 Supports A Positive Outlook, While Regulations Create Uncertainty

Foodservice

Sales To Foodservice

Consumer Foodservice

Category Data

- Table 13 Foodservice Sales of Packaged Food by Category: Volume 2013-2018
- Table 14 Foodservice Sales of Packaged Food by Category: % Volume Growth 2013-2018
- Table 15 Forecast Foodservice Sales of Packaged Food by Category: Volume 2018-2023
- Table 16 Forecast Foodservice Sales of Packaged Food by Category: % Volume Growth 2018-2023

Market Data

- Table 17 Sales of Packaged Food by Category: Volume 2013-2018
- Table 18 Sales of Packaged Food by Category: Value 2013-2018
- Table 19 Sales of Packaged Food by Category: % Volume Growth 2013-2018
- Table 20 Sales of Packaged Food by Category: % Value Growth 2013-2018
- Table 21 GBO Company Shares of Packaged Food: % Value 2014-2018
- Table 22 NBO Company Shares of Packaged Food: % Value 2014-2018
- Table 23 LBN Brand Shares of Packaged Food: % Value 2015-2018
- Table 24 Penetration of Private Label by Category: % Value 2013-2018
- Table 25 Distribution of Packaged Food by Format: % Value 2013-2018
- Table 26 Distribution of Packaged Food by Format and Category: % Value 2018
- Table 27 Forecast Sales of Packaged Food by Category: Volume 2018-2023
- Table 28 Forecast Sales of Packaged Food by Category: Value 2018-2023
- Table 29 Forecast Sales of Packaged Food by Category: % Volume Growth 2018-2023
- Table 30 Forecast Sales of Packaged Food by Category: % Value Growth 2018-2023

Definitions

Sources

- Summary 1 Research Sources

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