

Packaged Food in Brazil

<https://marketpublishers.com/r/PE138EDC70CEN.html>

Date: January 2021

Pages: 241

Price: US\$ 7,150.00 (Single User License)

ID: PE138EDC70CEN

Abstracts

The COVID-19 pandemic has been the main driver for retail sales growth in basic Brazilian packaged food categories as consumers have prioritised essential household items such as rice, pasta, sauces and dairy products. Consumption of baked goods has been benefiting from home seclusion, as well as a certain amount of stockpiling, during the quarantine periods. More consumers have been working from home and having meals (especially breakfast) at home, driving retail demand for baked goods. With th...

Euromonitor International's Packaged Food 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 2016-2020, 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 2025 illustrate how the market is set to change.

Product coverage: Cooking Ingredients and Meals, Dairy Products and Alternatives, Snacks, Staple Foods.

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.

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.

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