

Brazil Chocolate - Market Share Analysis, Industry Trends & Statistics, Growth Forecasts (2024 - 2030)

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Abstracts

The Brazil Chocolate Market size is estimated at 4.04 billion USD in 2024, and is expected to reach 5.23 billion USD by 2030, growing at a CAGR of 4.38% during the forecast period (2024-2030).

Supermarkets/hypermarkets and convenience stores collectively hold a major share, along with a strong presence across the country

Supermarkets/hypermarkets have always maintained a strong lead in the country's confectionery sales. Chocolate is largely sold through supermarkets and hypermarkets, accounting for a market volume share of 81.16% in 2023. Strategic product positioning on the dedicated shelves for the chocolate category influences impulse purchase behavior among potential consumers. Casino Supermarkets, Carrefour, Woolworths, and Spar are some of the leading grocery store operators in the country.

A nationwide network of these operators allows easy access to local and mainstream chocolate confectionery brands. As of 2022, Dia had more than 737 stores in Brazil, Carrefour had about 1203 locations, and Assai had more than 263 supermarket chains.

Convenience stores are the second most widely preferred distribution channel for purchasing chocolate confectionery after supermarkets and hypermarkets. The sales volume of chocolate confectionery through convenience stores is estimated to register a 30.87% share in 2024. The broader reach and easy access to private label brands drive the consumer preference for traditional grocery stores over other retail channels. Chocolate sales are estimated to record the highest CAGR through convenience stores,

reaching a sales value of USD 89,406.05 million in 2030.

The online channel is projected to be the fastest-growing distribution channel for chocolate confectionery, with an anticipated CAGR of 5.36% in terms of value during the forecast period. The evolving role of online channels in grocery purchases is further boosted by the increasing internet penetration. There were about 165.3 million internet users in Brazil in January 2022.

Brazil Chocolate Market Trends

The introduction of healthy variants like sugar-free, clean-label, natural, and organic chocolate products across the country resulted in higher sales

Brazil is one of the largest consumers and producers of chocolate in the world. Chocolates remain the most consumed confectionery in the country. In 2022, 75% of the Brazilian population consumed chocolate, and 35% of Brazilian people consumed chocolate regularly over any other food or drink.

When making purchases, a variety of customer sectors look for high-quality labels like organic production, ethical production (like Fairtrade), sustainable sourcing, and Rainforest.;

Economic factors are a significant attribute influencing chocolate buying behaviors among consumers in Brazil. Consumer demand for indulgence and reasonably priced luxury is still very high. Chocolate manufacturers in the country are offering chocolates at low, mid, and high-range prices as per consumer preferences.

In Brazil, the consumption of chocolate is generally viewed from a health perspective with a mix of opinions. While chocolate is a popular treat enjoyed by many, there are considerations regarding its health benefits.

Brazil Chocolate Industry Overview

The Brazil Chocolate Market is fairly consolidated, with the top five companies occupying 88.59%. The major players in this market are Arcor S.A.I.C, Cacau Show, Ferrero International SA, Mondelez International Inc. and Nestlé SA (sorted alphabetically).

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