

# **Brazil HoReCa Market: Current Analysis and Forecast (2025-2033)**

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## **Abstracts**

HoReCa is an acronym that stands for Hotels, Restaurants, and Cafes (or catering, which forms a major component of the hospitality sector). This industry is critical in tourism, travel, and local economies, and it can provide food, beverages, and accommodation services. HoReCa covers a humongous number of businesses, starting with lavish hotels and exclusive restaurants, to laidback cafes and catering. It operates on customer service, quality, and experience, and frequently depends on affiliates with suppliers of food, beverages, and equipment. The professional field is highly dynamic and following the trends, but sustainability, personalized services, and digitalization are gaining more prominence in the future direction of the industry.

The Brazil HoReCa market is set to show a growth rate of about 6.6% during the forecast period (2025- 2033F). The Brazil HoReCa market is featuring high levels of growth due to the post-pandemic recovery of the domestic and international tourism market, growing urbanization, and shifts in consumer behavior in the direction of dining out and service-related services. The increase of the middle class, lifestyle shifts, and a rise in the desire to enjoy international food are driving the growth of the hospitality industry in large urban areas and tourism destinations. Such strong demand is supporting the need for modernized infrastructure and innovation in foodservice activity in Brazil.

The revolution in the sector is happening along three critical fronts, which are technological innovation, supply chain improvement, and sustainability adjustment. The stakeholders in HoReCa are focusing on such prospects as smart kitchens, automation technologies, and gender-neutral integrated digital platforms that facilitate predictive inventory and customer preferences analytics. Suppliers and distributors are fast adopting e-commerce, as well as cloud-based logistics like last-mile delivery service

and faster service sales optimization. The world is slowly embracing the use of biodegradable packages and efficient electrical appliances, and is cutting down on food wastage in the sustainability aspect. Companies that incorporate traceability, fair labor standards, and ESG (Environmental, Social, and Governance) standards have gained popularity among consumers concerned about a company's environmental and ethical aspects.

Based on category, the market is segmented into single-outlet and chain-outlet. Of these single outlets, due to their sheer numbers, have held a sizeable market share in the Brazilian HoReCa market. These single outlets offer flexibility in operations, ease of handling, and easy customization, as well as the ability to offer services and menus, since their operations are limited in scope. Furthermore, single outlets often offer affordable services, which enables them to attract a wide number of price-conscious customers. However, with the expansion of chain outlets in the country and rising demand, the particular segment will increase its presence in the coming years.

The HoReCa market is classified according to type of service into Hotels, Restaurants, and Catering. Restaurants, among them, have always enjoyed the biggest market share. This has been pushed by the increasing urbanization, the evolving consumer lifestyles, and the escalating popularity of variety and convenience of food places. This has been supplemented by the introduction of quick services, casual dining, and food delivery services. Moreover, as the popularity of foreign cuisine and new food ideas is growing, restaurants have become one of the most important sources of revenue in the HoReCa industry.

For a better understanding of the market adoption of Brazil HoReCa, the market is analyzed based on its presence in regions such as North Brazil, Northeast Brazil, Central-West Brazil, Southeast Brazil, and South Brazil. Among these, The Southeast region comprises the major economic centers, such as São Paulo, Rio de Janeiro, and Belo Horizonte, and is rapidly growing through urbanization, growing income levels, and thriving tourism. Due to the area and its active food culture, as well as high international presence, restaurants, boutique hotels, and cloud kitchens are proliferating.

Some major players running in the market include Sapore, Sodexo, Grupo Risorolândia, DOMINO'S PIZZA BRASIL, Pizza Hut, LLC., Atlantica Hospitality International, International Meal Company Alimentar S.A., Apetece, CIS Brasil, and Ameris Hotels.



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