

# Salty Snacks - Brazil - April 2012

## Scope and Themes



*"The Brazilian Salty snack market is experiencing growth, yet comparatively low penetration and frequency of consumption indicates significant opportunities for further growth in the future. The market's success is dependent on continued economic prosperity, improved distribution, and the ability to attract older users into the category."*

- Naira Sato – Senior Food Analyst, Latin America

## In this report we answer the key questions:

- **What are the best product strategies to appeal to the growing middle class?**
- **How can the development of healthier salty snacks lead the product innovation toward older consumers?**
- **How can salty snacks brands use the chaining retail structure in their favor?**
- **How can better-for-you (BFY) snacks fulfill their potential?**
- **Which CSR actions resonate the most among Brazilian consumers and how can these actions be implemented in salty snack products?**

The report is split into six sections and an *Appendix*. The *Appendix* has full market size, segmentation and share data, all consumer data tables (including demographics), brand and company product data, all Global New Products Database (GNPD) data used in the report, and macro-economic and country data. The six sections tackle the major issues that are challenging and impacting the market, and assess how the market will evolve over the next five years.

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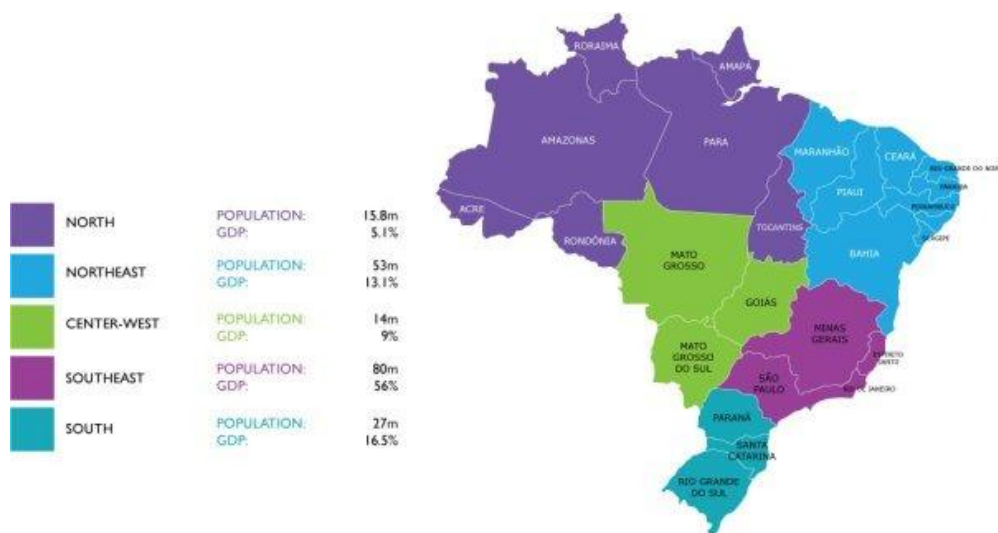
This report is part of a series of reports, produced to provide you with a more holistic view of this market.

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## Scope and Themes

### Definition and Market Coverage

The market is split into nine segments. In order of size by value they are potato chips, extruded snacks, corn snacks, peanuts, pretzels, microwave popcorn, bacon pellets, almonds, and RTE popcorn.



### Consumer research methodology

Consumer research was conducted by telephone, surveying a representative sample of 1,300 consumers from all regions, income groups, and ages. The five regions covered are detailed above on the map, and the definitions of social groups A-E are based on an estimate of individuals' and urban families' purchasing power and education levels. Please see the *Appendix* for more details.

**Innovation:** There are a number of references to new product launches, and launch activity in general. All data and all images of products come from Mintel's Global New Products Database (GNPD).

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