

## Bread and Baked Goods - Brazil - November 2013

Report Price: £2466.89 | \$3995.00 | €3133.71

The above prices are correct at the time of publication, but are subject to change due to currency fluctuations.



"Bread is consumed by more than 95% of Brazilians, especially fresh breads, such as French rolls (89%), which are widely available at local bakeries, the main purchasing channel of the category in Brazil. Packaged sliced bread also has good penetration among consumers (69%), but its consumption can be increased mainly in the North and North-East regions."

– Jean Manuel Gonçalves, Senior Food Analyst

### This report looks at the following areas:

- Is there potential to encourage higher consumption of packaged sliced bread in the North and North-East regions?
- Could focusing on different consumption occasions beyond breakfast accelerate sales?
- Are there opportunities to increase the availability of specialty breads in supermarkets?

Included in the market data are: white, non-white, and specialty breads. Sales of savory snacks, pies and other baked goods are insignificant. Market size includes sales in all retail channels.

Products included in the market size are: Packaged breads (including ciabatta, pitta, naan, chapati), French rolls, meat pies, savory snacks and other baked goods, such as quiche.

Excluded from the market size are: Non-packaged breads. Sweet breads and other types of bread, such as croissant or fruit bread and toasted bread. Sales in non-retail channels (eg coffee houses) or sales of sandwiches or ingredients for bakeries. Products excluded from the market size are selectively commented on in other sections of the report.

**BUY THIS  
REPORT NOW**

**VISIT:**  
[store.mintel.com](http://store.mintel.com)

**CALL:**  
EMEA  
+44 (0) 20 7606 4533

Brazil  
0800 095 9094

Americas  
+1 (312) 943 5250

APAC  
+61 (0) 2 8284 8100

**EMAIL:**  
[oxygen@mintel.com](mailto:oxygen@mintel.com)

### DID YOU KNOW?

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