

Chocolate Confectionery - Brazil - February 2014

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

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“Governmental pressure on the chocolate industry to make their products healthier or reduce portion sizes is likely to increase given the cost of obesity. A proactive approach in this respect can help brands to stay ahead of the “state stick” and avoid being targeted. This also has the potential to boost their reputation as a responsible brand among consumers.”

– Emma Clifford, Senior Food Analyst

This report looks at the following areas:

- How can chocolate manufacturers appeal to the older consumer?
- Are concerns over obesity likely to limit growth in the market?
- What opportunities will the world cup bring to the chocolate market?
- How can brands boost brand loyalty among the younger generation?

The Brazil chocolate confectionery market is going from strength to strength, fuelled by rising prosperity, particularly among the emerging “new middle class.” The value of the market has soared by 69% between 2008 and 2013. While inflation has played an important role, underlying volume sales have grown by a solid 16% over the period.

The young generation – particularly women – are the core users of chocolate, and are driving the market’s growth, with female 16-24s most likely to be eating more chocolate than a year ago (55%). Meanwhile, the growing numbers of over-55s present a challenge given that these consumers are the least frequent users, reflecting their greater focus on healthy eating.

Brazil’s growing obesity problem also threatens the market’s long-term growth. Government initiatives to tackle this issue pose a threat also to chocolate going forward, with manufacturers likely to face growing pressure to be seen to do their part.

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