

## Cookies and Crackers - Brazil - October 2015

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“The cookies and crackers category has high penetration among Brazilian consumers, with 96% of Brazilians eating any type of cookie/cracker.

The category, however, suffers from competition from other snack categories such as nuts and chips. Companies must invest in innovation, especially those regarding flavors and keeping the product fresh after opened.”

– Andre Euphrasio, Research Analyst

### This report looks at the following areas:

- Attracting older consumers to eat more cookies
- Healthier varieties can help increase consumption

Despite an increase in value sales, volume sales have been struggling since 2010. In 2013, volume sales started rising again.

Health concerns pose a major barrier to the cookies and crackers market. The interest in healthier versions, however, suggests scope for brands to address such concerns.

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### DID YOU KNOW?

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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Brazilians eat cookies and crackers as much as Mexicans and Chileans

Retail value sales grew 9% in the period 2013-14

The cracker segment is growing faster than cookies

Retail value sales are forecast to grow 36% up to 2020

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## Market Drivers

- Healthful products
- Decrease in trans fats
- Reduction in sodium content
- Sugar reduction could be the next step
- Drought and devalued currency affecting prices
- Changes in labels to include allergens

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New product launches is also led by M. Dias

## Market Share

M. Dias Branco leads the cookies and crackers market

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Cream crackers present the highest consumption among crackers, while Maria cookies leads in the cookies segment

Younger consumers are more likely to try out different products

Flavor is essential in the market

Brazilian consumers are very sensitive to price

Health is mainly important to mature consumers

Cookies and crackers to be eaten between meals

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Forecast methodology

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