

Bread and Baked Goods - Brazil - August 2015

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“The bread and baked goods market is still developing as consumers are eating more packaged bread although not necessarily eating less freshly baked bread from bakeries.

Companies must invest in innovation, especially those regarding flavors and freshness.”

Andre Euphrasio, Research Analyst

This report looks at the following areas:

- Increasing consumption of packaged bread among over-55s
- Using freshness as a way to bring in more consumers

French bread has traditionally been the most preferred bread in Brazil, but ongoing changes in consumption habits have led to new products and bread types being launched in the market.

Initially, new offers were limited to whole-grain breads, and lesser known varieties such as rye bread. As a result of the dissemination of nutritional information and the pursuit of healthfulness through a good diet, current bread varieties include many types of recipes that have lower sodium/sugar, natural and/or organic ingredients, more fiber, are gluten-free, and sourced from special flours, cereals, and different grains such as barley, chia, sesame seeds, wheat germ, and granolas, among others.

Mintel estimates the retail revenues of the bread and baked goods market will reach R\$5.5 billion in 2015. Looking ahead, retail sales value in the market is forecast to grow by 58% between 2015 and 2020, to reach R\$8.7 billion.

As French rolls are still the national preference, packaged bread companies need to work hard to prove to customers that offerings are worth the money and to start switching.

Definitions

Market size includes sales of packaged bread in all retail channels and the products included are divided into:

- Plain nonwhite bread: this includes sales of brown, wholemeal, and other nonwhite/white combinations at in-store bakeries which are barcoded.
- Plain white bread: this includes sales of white breads at in-store bakeries which are barcoded.
- Specialty bread: bagels, baguettes, pittas, wraps, chapattis, naan breads, Panini, garlic bread (brown, seeded, and white).

Excluded from the market size

The following are excluded from the market size:

- Nonpackaged breads (such as French rolls), sweet breads, savory pastries, pizza bases, panettone, Swiss rolls, waffles, pancakes, and other types of bread (such as croissant or fruit bread).
- Sales in nonretail channels (eg, coffee houses) or sales of sandwiches or ingredients for bakeries.
- The consumption of bread in restaurants and catering outlets is excluded, whether on its own or in prepacked sandwiches.

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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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- Home baking products, such as flour, yeast, and mixes, together with cakes and other sweet or savory pastry products.

Sales of savory snacks, pies and other baked goods are insignificant as sales are too low and therefore are not included.

Products excluded from the market size are selectively commented on in other sections of the report.

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Product range

Wickbold & Nosso Pão Indústrias Alimentícias

Product range

Lua Nova Ind. e Com. de Prods. Alimentícios (Panco)

Product range

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Product range

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