

Bread and Baked Goods - Brazil - August 2016

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

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"Consumers are interested in bread and baked goods that are freshly baked in-store by their favorite brand, creating opportunities for partnerships. Consumers are increasingly worried about their health and are interested in bread with fewer artificial ingredients, such as preservatives, sugar, and calories as well as high-protein varieties, creating opportunities for innovation."

– Andre Euphrasio, Research Analyst

This report looks at the following areas:

- On-the-go claims are underdeveloped in the bread category
- Increasing snacking consumption

While packaged bread remains a huge category with virtually universal penetration, freshly baked bread from bakeries still present a challenge to packaged bread. Health imposes another barrier to growth. Still, there are opportunities to improve bread's health profile and to highlight all the great tastes and textures that the category has to offer.

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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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