

Cookies and Crackers - Brazil - November 2017

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“Almost all Brazilians consume cookies and crackers. In order to increase consumption, especially among older people, companies should invest in innovation, particularly in new flavors and ingredients (such as vegetables and grains), as well as natural products with high fiber content. Products for breakfast and consumption on-the-go may also expand consumption occasions.”

– **Andre Euphrasio, Research Analyst**

This report looks at the following areas:

- **Economic recession and health habits affect the market**
- **Brand loyalty falls among older consumers**

Total Brazil retail sales of cookies and crackers grew 3.9% from 2015 to 2016 and are estimated to reach R\$15.7 billion in 2017. Looking ahead, sales are forecast to reach R\$18.7 billion in 2022. In terms of volume, the consumption should drop 1.2% by 2022, reaching 1,141 tons.

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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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eQlibri passes through reformulation
Flavor innovations can attract more consumers

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