

## Salty Snacks - Brazil - March 2018

Report Price: £2958.60 | \$3995.00 | €3329.61

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“Brazil’s salty snacks market has been growing in terms of value, but has been suffering consecutive falls in volume. Companies should adapt to consumers’ demand for healthier products, and at the same time offer more affordable options, especially in times of economic recession.”

– **Marina Ferreira, Food and Drinks Specialist**

This report looks at the following areas:

- **Economic recession and healthy habits impose challenges**
- **Chronic diseases can affect consumption of snacks**
- **Government’s plans anticipate more changes for the sector**

Brazil’s salty snacks market grew at a slower pace in terms of value in 2017, compared to the previous year, and volume declined. The results may be a reflection of changing eating habits, as consumers are trying to adopt healthier diets, even when it comes to between-meal snacks. In addition, financial difficulties have put a damper on consumer spending. So while companies may be offering a wider variety of healthy products, the prices may still be a barrier to purchase. Consequently, the market needs to develop salty snacks that are healthy and more affordable.

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### DID YOU KNOW?

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Food deflation contributes to modest growth in the category

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Salty snacks market grows timidly in value and falls in volume

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Food deflation contributes to the category's modest growth

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Aging population requires snacks market's attention

Agreement reduces sodium content in mass-produced food

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Chickpeas have potential to grow in the Brazilian market

### Market Share

Brands of salty snacks keep market share stable

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