

Bread and Baked Goods - Brazil - August 2018

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“Brazil’s bread and baked goods market has two main challenges: the consumers' health concerns and the high prices that hinder growth in volume. Brands, therefore, could invest in more healthful and higher-value-added options, such as whole-grain products free from gluten and based on alternative flour.”

– Ana Paula Gilsogamo, Food and Drink Analyst

This report looks at the following areas:

- Unfavorable economic scenario and high unemployment rate
- High dollar and new freight table affect wheat prices
- Search for healthy products affects the category

After consecutive falls since 2015, the retail sales of bread and baked goods in Brazil should stabilize in terms volume – Mintel forecasts a 0.8% growth in 2018. In terms of value, the category is expected to grow 3%, as the production costs go up and companies invest in more healthful and higher value-added options.

The difference between volume and value can be explained by the lower levels of bread and baked goods consumption, as well as by the higher prices offered to consumers. In addition, people are favoring more healthful products, which are normally more expensive. According to the survey conducted for this Report, 37% of consumers are eating less bread/baked goods in general while 28% are replacing bread/baked goods with other light/healthier options (eg yogurt, tapioca). There is, however, a greater interest in and demand for higher-value-added products. The survey shows 24% of consumers are replacing French rolls with other types of bread, 15% are eating more gluten-free bread/baked goods (eg pão de queijo), and 10% are eating more bread/baked goods to replace meals.

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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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