

# Cookies and Crackers - Brazil - February 2019

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## This report looks at the following areas:

- New nutrition labeling format can be a barrier for cookies and crackers
- Companies need to invest in the diversification of their products

The cookies and crackers market faces a challenging moment. On the one hand, manufacturers have been pressured by the government to reduce the sodium and sugar levels of their products. On the other hand, they need to please consumers and meet their demand for products that at the same time are healthy and tasty. In addition, companies need to deal with the US dollar fluctuations, which impact the prices of wheat flour, the main raw material of the industry, and the new labeling rules of industrialized products, which can change the consumers' behaviors.



"The agreement signed between the food and drinks industries and the Ministry of Health aimed at reducing sugar levels of products, as well as the necessity to include warnings on packages about the use of potentially harmful substances are impacting the sector, as companies need to invest more in healthier products."  
- Marina Ferreira, Food and Drinks Analyst

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## Table of Contents

### OVERVIEW

- What you need to know
- Definition

### EXECUTIVE SUMMARY

- Challenges
- New nutrition labeling format can be a barrier for cookies and crackers
- Companies need to invest in the diversification of their products
- Opportunities
- Cookies and crackers can explore different levels of healthy attributes
- Texture, temperature, and collaboration can be opportunities to innovate
- New approaches can be used to attract young consumers
- What we think

### THE MARKET – WHAT YOU NEED TO KNOW

- Agreement signed with the Ministry of Health aims to reduce sugar levels
- Wheat prices and the US dollar oscillation impose some difficulties

### MARKET DRIVERS

- Agreement signed with the Ministry of Health aims to reduce sugar levels
- New nutrition labeling can change consumers' behaviors
- Wheat prices and the US dollar oscillation impose some difficulties

Figure 1: Average R\$/US\$ commercial exchange rate (sales value), January 2018–January 2019

### KEY PLAYERS – WHAT YOU NEED TO KNOW

- M. Dias Branco extends its market share with the purchase of Piraquê
- 99 taxi service uses regionalism in promotional action
- Brands can collaborate more with the category of chocolates

### What's included

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### MARKET SHARE

- **M. Dias Branco extends its market share with the purchase of Piraguê**

Figure 2: Retail market share, cookies and crackers, by value – Brazil, 2016-17

Figure 3: Retail market share, cookies and crackers, by volume – Brazil, 2016-17

### MARKETING CAMPAIGNS AND ACTIONS

- **Chocolate brand Garoto, owned by Nestlé, enters the market of cookies**
- **Treloso uses augmented reality in new marketing action**
- **Nestlé launches gluten-free versions of the Nesfit cookies and crackers**

Figure 5: Gluten-free Nestlé Nesfit

- **Marilan launches seasonal cookies to attract consumers**

Figure 6: Panettone Marilan Cookies

- **99 taxi service uses regionalism in promotional action**

Figure 7: 99's "Biscoito vs Bolacha" campaign

### WHO'S INNOVATING?

- **Brands can invest in premium chocolates to offer differentiation**

Figure 8: Launches of cookies and crackers, by flavor – Brazil, 2018

- **Brands can collaborate more with the category of chocolates**

Figure 9: Launches in the category of chocolate confectioneries with cookies as an ingredient, by top 10 countries, 2013-18

### CASE STUDIES

- **Oreo bets on limited edition and unusual flavors**
- **Tim-Tam develops thermosensitive packaging**

Figure 10: Tim Tam Chill Me campaign

### THE CONSUMER – WHAT YOU NEED TO KNOW

- **Multi-packs containing different varieties of wholegrain cookies and crackers can appeal to those who are working**
- **Recipes that include cookies and crackers can help Millennials develop culinary skills**
- **Mixture with other ingredients can give a boost to rice biscuits**

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- **Microwavable cookies with pieces/drops can attract students**
- **Cookies and crackers can focus on the craft segment**

### CONSUMPTION OF COOKIES AND CRACKERS

- **Gluten-free cassava flour biscuits have space to grow**  
Figure 11: Consumption of cookies and crackers – Brazil, December 2018
- **Savory crackers for consumption on-the-go can appeal to DE consumers**  
Figure 12: Consumption of cookies and crackers, by socioeconomic group – Brazil, December 2018
- **Multi-packs containing varieties of wholegrain products can be appealing**  
Figure 13: Consumption of cookies and crackers, by working status – Brazil, December 2018

### COOKIES AND CRACKERS WAYS OF CONSUMING

- **Toasts may be an option to replace bread at breakfast**  
Figure 14: Cookies and crackers ways of consuming – Brazil, December 2018
- **Recipes that include cookies and crackers can help Millennials develop culinary skills**  
Figure 15: Cookies and crackers ways of consuming, by generation – Brazil, December 2018  
Figure 16: Ritz Recipes
- **Sweet cookies with filling can be positioned as a dessert for those aged 16-34**  
Figure 17: Cookies and crackers ways of consuming, by age group – Brazil, December 2018

### COOKIES AND CRACKERS PERCEPTIONS

- **Mixture with other ingredients can give a boost to rice biscuits**  
Figure 18: Cookies and crackers perceptions, correspondence analysis – Brazil, December 2018
- **Savory crackers with filling can be as indulgent as sweet options**  
Figure 19: Ritz campaign
- **Sandwich cookies in packages with fixed calorie content appeal to women**  
Figure 20: Cookies and crackers perceptions, by gender – Brazil, December 2018

### What's included

Executive Summary

Full Report PDF

Infographic Overview

Powerpoint Presentation

Interactive Databook

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### INTEREST IN COOKIES AND CRACKERS

- **Brazilians have an interest in cookies and crackers that have a high protein content**

Figure 21: Interest in cookies and crackers – Brazil, December 2018

- **Wholegrain cookies and crackers with indulgent flavors promise to satisfy consumers who seek balanced options**

Figure 22: Interest in cookies and crackers, by consumption of regular or wholegrain cookies and crackers – Brazil, December 2018

- **Microwavable cookies with pieces/drops can attract students**

Figure 23: Interest in cookies and crackers, by student status – Brazil, December 2018

### OPINIONS TOWARD COOKIES AND CRACKERS

- **Cookies and crackers can focus on the craft segment**

Figure 24: Opinions toward cookies and crackers – Brazil, December 2018

- **Cookies in "gift" packages please all socioeconomic groups**

Figure 25: Opinions toward cookies and crackers, by socioeconomic group – Brazil, December 2018

Figure 26: Oreo packages

- **Mini and thin versions appeal to consumers with children**

Figure 27: Opinions toward cookies and crackers, by children living in the household – Brazil, December 2018

### APPENDIX – ABBREVIATIONS

- **Abbreviations**

### APPENDIX – MARKET SIZE AND FORECAST

- **The market**

Figure 28: Retail sales of cookies and crackers, by value and volume – Brazil, 2013–18

### What's included

Executive Summary

Full Report PDF

Infographic Overview

Powerpoint Presentation

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