# Sugar and Gum Confectionery - Brazil - December 2012

## Scope and Themes

*"The market has posted rapid growth in value sales over the 2007-12 period; however, this comes against near stagnant volume sales. Besides the rising prices of sugar, the growing availability of higher value products and rising household incomes have fueled the rise in average prices. Mintel's research shows that affluent Brazilians consume candy more often; however, C socioeconomic group consumers are not far behind"*

**– Jean Manuel Gonçalves da Silva, Senior Food Analyst**

## In this report we answer the key questions:

- **What are the reasons for and impacts of rising prices in the category?**
- **How are the different players in the market performing?**
- **Due to the economic and social changes taking place in Brazil, what are the demands of consumers in the category?**
- **As health and wellness are important trends in the food industry, how are they shaping the sugar confectionery category?**
- **Given that young people are the heavy users of the category, what are the strategies for this specific niche of consumers?**
- **What does the chewing gum segment have in particular that should be taken into consideration for the development of strategies?**

The sugar confectionery category in Brazil has been highly influenced by major changes in the economy and society. These changes represent the new context of the Brazilian consumer market, which is driving trends in the wider food and drink market as well as in sugar confectionery.

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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.

availability of higher value products and rising household incomes have fueled the rise in average prices.

The growth of the middle class signals the expansion of a consumer group willing to pay more for more sophisticated products. Mintel's research shows that affluent Brazilians consume candy more often; however, C socioeconomic group consumers are not far behind. Young consumers also come across as a key target, being heavy users of the category, especially chewing gums, and more open to innovations.

The top five companies in the category dominate about 90% of the Brazilian sugar and gum confectionery market. Among these five companies, four are multinationals, typically present in the market through international brands. This is an important indication that the market is increasingly favorable to the consumption of more sophisticated candies and chewing gums, which these companies tend to offer.

This report examines the Brazilian market for sugar confectionery and gum. Mintel's definition includes products sold through all retail channels, and includes:

- hard confectionery
- soft confectionery, including gums, jellies, chews, licorice, marshmallows, fudge, and other soft sugar confectionery
- chewing gum and bubblegum (mint and fruit flavor)
- lollipops

This report does not include canned sweets, jams, homemade-style candies (*dulce de leche*, coconut candy, etc.), desserts, cookies, and similar items. Traditional candies such as banana snacks and Paçoca are included in the consumer research, but not in the market size.

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## Contents

## Contents

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## Contents

## Contents

# Sugar and Gum Confectionery - Brazil - December 2012

## Contents

# Sugar and Gum Confectionery - Brazil - December 2012

## Contents

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## Contents