

Meat and Poultry - Brazil - September 2014

Report Price: £2466.89 | \$3995.00 | €3133.71

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"Brazil produces large amounts of animal protein, most of which is consumed within the country. Although fresh meat and poultry are widely consumed in the country, their processed equivalents still have much space to grow, especially when compared to other developed countries."

- Andre Euphrasio, Research Analyst

This report looks at the following areas:

- Labeling for a healthier lifestyle
- Organic meat is still in its early stages in Brazil
- Quick food for the busy consumer

Brazil produces large amounts of animal protein, most of which is consumed within the country.

Brazilians are eating more processed food than ever before. Nearly half of the food sold in Brazil was non-processed in 1980, according to IBGE and ABIA (Associação Brasileira das Indústrias da Alimentação – the Brazilian Association of Food Industries).

Value sales in the Brazilian processed meat and poultry retail market rose in 2013. This is forecast to grow by 2019.

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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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Table of Contents

Introduction

Definition

Abbreviations

Executive Summary

The market

Figure 1: Forecast of Brazil value sales of processed meat and poultry, 2009-19

Figure 2: Forecast of Brazil volume sales of processed meat and poultry, 2009-19

Market drivers

Companies, brands, and innovation

Figure 3: Processed meat: Company retail market share by value, August 2014

The consumer

What we think

Issues and Insights

Labeling for a healthier lifestyle

The facts

The implications

Figure 4: Consumption of processed and non-processed food, 1980-2009

Figure 5: Comparison between a Brazilian and British packaging with traffic-light-coded label

Figure 6: Hard-to-read nutritional labeling in packaging

Organic meat is still in its early stages in Brazil

The facts

The implications

Quick food for the busy consumer

The facts

The implications

Figure 7: Attitudes and behavior toward meat and poultry, by age and region, June 2014

Trend Applications

Prove It

Return to Experts

Figure 8: Place of purchase, June 2014

Hungry Planet

Market Drivers

Key points

Sodium reduction in processed food

Figure 9: Sodium content in selected processed meat in mg/100g

Worldwide issues affecting the local market

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Restrictions on processed food publicity

Who's Innovating?

Key points

Food trucks can be a good way for exposure

New product launches using the World Cup as a theme

Sadia – Chicken bites

Figure 10: Limited-edition Chicken Bites by Sadia, July 2014

Marfrig – Barbecue pack

McDonald's – Hamburgers

All-you-can-eat hot dog

New product launch activity in processed meat and poultry

Figure 11: New launches in the processed meat market, by launch type, 2012-14

Figure 12: new products and new variety/range launches

Figure 13: Processed meat with new resealable packaging

Figure 14: Processed meat with low/reduced sodium

NPD by storage type

Figure 15: New launches in the processed meat market, by storage, 2012-14

Market Size, Forecast and Segment Performance

Key points

Brazil's feeding the world

Brazilian beef

Brazilian pork

Brazilian poultry

Figure 16: Brazil's participation in the world supply of meat and poultry

The future for processed meat in Brazil

Figure 17: Forecast of Brazil value sales of processed meat and poultry, 2009-19

Figure 18: Forecast of Brazil volume sales of processed meat and poultry, 2009-19

Figure 19: Retail market volume consumption per capita (population), 2013

Factors influencing price

Sales by segment

Figure 20: Processed meat: Retail market segmentation by volume (000 tons), 2010-13

Figure 21: Processed meat: Retail market segmentation by value (R\$ billion), 2010-13

Figure 22: Selection of frozen processed meat

Figure 23: Selection of chilled processed meat

The future of the market

Forecast methodology

Market Share

Key points

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Highly concentrated market for processed meat

Figure 24: Processed meat: Company retail market share by value, 2010-13

Figure 25: Processed meat: Company retail market share by volume, 2010-13

Figure 26: A selection of products by BRF

Figure 27: A selection of products by Aurora

Friboi's road to success

Figure 28: A selection of products by JBS

Companies and Brands

BRF S.A.

JBS

Cooperativa Central Aurora Alimentos

Marfrig

The Consumer – Consumption of Meat and Poultry

Key points

Brazil is among the biggest consumers of meat worldwide

Figure 29: Top 5 domestic consumption for beef and veal – 1,000 metric tons, 2013

Figure 30: Top 5 domestic consumption for pork – 1,000 metric tons, 2013

Figure 31: Top 5 Domestic consumption for broiler and turkey – 1,000 Metric Tons – 2013

Figure 32: Consumption of meat and poultry, June 2014

Processed meat and all its varieties

Figure 33: Examples of minced meat, chilled and frozen

Figure 34: Examples of frankfurter and sausage

Figure 35: Selection of cold cuts

Products aimed at children

Figure 36: Processed food by Seara aimed at children

Figure 37: Processed food by Perdigão aimed at children

The Consumer – Place of Purchase

Key points

Figure 38: Place of purchase, June 2014

Supermarkets are the top choice for buying meat and poultry

Figure 39: Place of purchase, by cities, June 2014

Fancy cuts to satisfy the hungry middle class

The Consumer – Change in Buying Habits

Key points

Ready meals still have room to grow

Figure 40: Change in buying habits, by gender and age, June 2014

Young adults are leading the consumption of healthier alternatives

Figure 41: Change in buying habits related to healthier products, June 2014

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Report Price: £2466.89 | \$3995.00 | €3133.71

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Figure 42: Change in buying habits related to organic products, by age, June 2014

The Consumer – Attitudes and Behavior Towards Meat and Poultry

Key points

Figure 43: Attitudes and behavior towards meat and poultry, June 2014

Buying premium and in greater quantity

Figure 44: Attitudes and behavior towards meat and poultry, by age, June 2014

Meals with a wider variety of meat

Figure 45: Attitudes and behavior towards meat and poultry, by region, June 2014

Figure 46: Lamb products

Organic meat

Figure 47: Attitudes and behavior towards meat and poultry, June 2014

Appendix – Market Size and Forecast

Figure 48: Additional best case/worst case for value, 2014-19

Figure 49: Additional best case/worst case for volume, 2014-19

Appendix – The Consumer – Change in buying habits

Figure 50: Change in buying habits, June 2014

Figure 51: Most popular change in buying habits – Buyers, by demographics, June 2014

Figure 52: Next most popular change in buying habits – Buyers, by demographics, June 2014

Figure 53: Change in buying habits – Health-related including organic, by demographics, June 2014

Figure 54: Change in buying habits – Health-related excluding organic, by demographics, June 2014

Figure 55: Change in buying habits – Organic, by demographics, June 2014

Figure 56: Change in buying habits – Individual-size portion packs, by demographics, June 2014

Figure 57: Change in buying habits – Family-size portion packs, by demographics, June 2014

Figure 58: Change in buying habits – Gluten-free options, by demographics, June 2014

Figure 59: Change in buying habits – Low/no/reduced fat, by demographics, June 2014

Figure 60: Change in buying habits – Low/no/reduced sodium, by demographics, June 2014

Figure 61: Change in buying habits – No additives/preservatives, by demographics, June 2014

Figure 62: Change in buying habits – Resealable packaging, by demographics, June 2014

Figure 63: Change in buying habits – Ready meals containing meat or poultry, by demographics, June 2014

Appendix – The Consumer – Place of Purchase

Figure 64: Place of purchase, June 2014

Figure 65: Most popular place of purchase, by demographics, June 2014

Figure 66: Next most popular place of purchase, by demographics, June 2014

Figure 67: Place of purchase, by most popular consumption of meat and poultry, June 2014

Figure 68: Place of purchase, by next most popular consumption of meat and poultry, June 2014

Figure 69: Place of purchase, by other consumption of meat and poultry, June 2014

Appendix – The Consumer – Consumption of Meat and Poultry

Figure 70: Consumption of meat and poultry, June 2014

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Figure 71: Most popular consumption of meat and poultry, by demographics, June 2014

Figure 72: Next most popular consumption of meat and poultry, by demographics, June 2014

Figure 73: Other consumption of meat and poultry, by demographics, June 2014

Appendix – The Consumer – Attitudes and Behaviors toward Meat and Poultry

Figure 74: Attitudes and behaviors toward meat and poultry, June 2014

Figure 75: Most popular attitudes and behaviors toward meat and poultry, by demographics, June 2014

Figure 76: Next most popular attitudes and behaviors toward meat and poultry, by demographics, June 2014

Figure 77: Other attitudes and behaviors toward meat and poultry, by demographics, June 2014

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