

## Processed Meat - Brazil - March 2015

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

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“Although consumption is increasing, Brazilians still eat much more raw meat than its processed counterpart. Brazilians are consuming more, and price plays a crucial role when purchasing processed meat. Offering new flavors in familiar formats, such as burgers and sausages, could tempt consumers to buy even more.”  
– Andre Euphrasio, Research Analyst

### This report looks at the following areas:

In 2014, Brazilian processed meat revenues stood at over R\$7 billion, a growth of around 15% compared to the previous year. Looking ahead, sales in the processed meat market are forecast to grow by just under half between 2014 and 2019.

Brazilians are eating more processed food and processed meat than ever before, but they are also more demanding about healthier products. They like to eat a high variety of processed meat, and new flavors and recipes can help increase consumption.

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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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Advertising and marketing

Operational issues

#### JBS

Advertising and marketing

Operational issues

Product range

Cooperativa Central Aurora Alimentos

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Advertising and marketing  
Product range  
Operational issues

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