

Salty Snacks - Brazil - February 2016

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"In 2015 most of the food and drink categories suffered with the inflation increase in Brazil, including the salty snacks category. However salty snacks have an opportunity to keep its place in the consumer shopping basket by positioning itself as a convenient and healthy food".

– Naira Sato, Food and Drink Analyst

This report looks at the following areas:

- Flavored grains and seeds in limited editions could appeal to Brazilians
- Salad kits with vegetable snacks could be an option for healthy, fast meals
- Nuts' functional benefits could appeal to women aged 45+

The salty snacks category has been growing in Brazil and 2014 represented a favorable year for it, influenced especially by the Soccer World Cup. But in 2015 the economic crisis impacted the market in a negative way, due to factors such as inflation and a higher unemployment rate, for instance. However, the growing need for a convenient and healthy lifestyle still offers opportunity for the category to innovate in healthy salty snacks which could keep the category in growth.

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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

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Figure 9: Forecast of Brazil retail sales of salty snacks, by volume, 2010-20

Market Drivers

- Inflation reaches highest rate in 13 years
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