

Bread and Baked Goods - Brazil - September 2017

Report Price: £3085.18 | \$3995.00 | €3666.43

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“The bread and baked goods market has challenges regarding flavor perception and, more important, the health issue. family sizes.”
– **Ana Paula Gilsogamo, Food and Drink Analyst**

This report looks at the following areas:

- High inflation affected consumption of bread and baked goods
- Flavor perception of fresh bread is a challenge for packaged products
- Health problems may limit consumption in the category

Total Brazil retail sales of bread and baked goods grew only 4.5% in value in 2016. In terms of volume, the consumption drop was considerably greater last year (-4.9%) compared to 2015 (-0.6%). The volume decline was mainly due to a price increase caused by inflation and unfavorable exchange rate recorded in 2015 and 2016. The volume of bread and baked goods consumed is expected to keep falling in Brazil in 2017.

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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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