

Cheese - Brazil - October 2017

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“The market of cheese is maturing in Brazil. In recent years, it has felt the impact of the economic recession and the high production costs, with a drop in retail sales in volume, so in this scenario is important to educate consumers, showing them new possibilities of consumption.”

– Ana Paula Gilsogamo, Food and Drink Analyst

This report looks at the following areas:

- Recession and high prices affect cheese consumption
- High fat content can be a consumption barrier
- Lack of knowledge about products is a challenge for the category

Economic recession, high unemployment, and increasing production costs, due to the high price of milk and its derivatives, have pushed the consumption of cheese down in terms of volume. Brands have invested in new products and the development of new types of cheese, offering options with higher added value, but the category still has space to become more mature and boost consumption.

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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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Soft texture and smooth taste appeal to consumers

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Polenghi leads market share in value and Groupe Lactalis in volume

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