

# Bakery: Incl Impact of COVID-19 - Brazil - December 2020

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## This report looks at the following areas:

- The impact of the COVID-19 pandemic on the category.
- Main barriers to the consumption of baked goods.
- Changes in consumer behavior toward baked goods consumption.
- Main consumption occasions.

The COVID-19 pandemic has had a positive impact on bakery products, as Brazilians have purchased more of the category's items during the quarantine. Health concerns are one of the main consumption barriers at the moment, opening opportunities for products with health claims. The economic recession, however, is expected to continue in the short and medium term, affecting household income and bringing opportunities for cheaper brands and private label products.



"Brazil's bakery products market has been positively affected by the COVID-19 pandemic, as even in the face of an economic crisis, consumers have continued to consume breads and baked goods. Healthiness is the main trend impacting the sector, generating opportunities for fortified products that contain added benefits and are free from ingredients that consumers have avoided."

– Laura Menegon, Food and

rink Junior Analyst  
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