"Bread is consumed by more than 95% of Brazilians, especially fresh breads, such as French rolls (89%), which are widely available at local bakeries, the main purchasing channel of the category in Brazil. Packaged sliced bread also has good penetration among consumers (69%), but its consumption can be increased mainly in the North and North-East regions."

– Jean Manuel Gonçalves, Senior Food Analyst

This report looks at the following areas:

- Is there potential to encourage higher consumption of packaged sliced bread in the North and North-East regions?
- Could focusing on different consumption occasions beyond breakfast accelerate sales?
- Are there opportunities to increase the availability of specialty breads in supermarkets?

Included in the market data are: white, non-white, and specialty breads. Sales of savory snacks, pies and other baked goods are insignificant. Market size includes sales in all retail channels.

Products included in the market size are: Packaged breads (including ciabatta, pitta, naan, chapati), French rolls, meat pies, savory snacks and other baked goods, such as quiche.

Excluded from the market size are: Non-packaged breads. Sweet breads and other types of bread, such as croissant or fruit bread and toasted bread. Sales in non-retail channels (eg coffee houses) or sales of sandwiches or ingredients for bakeries. Products excluded from the market size are selectively commented on in other sections of the report.

DID YOU KNOW?

This report is part of a series of reports, produced to provide you with a more holistic view of this market.