

Cheese - Brazil - February 2020

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This report looks at the following areas:

- Expand consumption frequency and variety
- Price is the main barrier to greater consumption frequency
- Plant-based and lactose-free products impact the market

Cheese consumption in Brazil is still very concentrated, whether in terms of variety, types and format or eating habits and occasions. There is, however, space to grow. The perception about the category is quite positive, which includes taste, as it is perceived as being indulgent and having healthy attributes. Brazilian consumers are interested in eating more types and formats of cheese, but the price is a great barrier.



“Brazil’s cheese market, despite its concentration in terms of types and formats consumed, has great potential to grow and expand both in sales and consumption frequency. Brands and companies need to invest in products that can be consumed in different circumstances beyond breakfast, sandwiches and salty recipes.”

– Ana Paula Gilsogamo, Food and Drink Senior Analyst

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