

Consumer Foodservice By Location in Brazil

February 2024

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KEY DATA FINDINGS

2023 DEVELOPMENTS

Standalone remains leading location but alternative spaces are growing in preference

Presence of major brands at The Town music festival focus on engagement with younger consumers

Privatisation of airports and resumption of travel activities boost foodservice

PROSPECTS AND OPPORTUNITIES

Standalone outlets expected to continue losing ground to other locations

Rise of heritage cuisine and its promotion through tourism

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