

Savoury Snacks in Brazil

August 2023

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Savoury Snacks in Brazil - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

CATEGORY DATA

Return to on-the-go snacking benefits sales of savoury snacks, but consumers show a preference for economical options Manufacturers pursue new consumption occasions and healthier options in bid to grow sales

Rise of local flavours

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Products that offer a combination of convenience and health will be focus of new product launches Insect-based snacks could offer potential

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