Chocolate Confectionery in Brazil - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

Tablets continue to lead chocolate confectionery in terms of consumption
Artisanal Easter eggs grow in popularity with more affordable prices and unique flavours
E-commerce plays an important role

PROSPECTS AND OPPORTUNITIES

Rise of chocolateries takes chocolate to a new level
Sustainability in the cocoa supply chain is a key concern
Retail channels will continue to evolve

CATEGORY DATA

Table 1 - Sales of Chocolate Confectionery by Category: Volume 2018-2023
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Snacks in Brazil - Industry Overview

EXECUTIVE SUMMARY

Snacks in 2023: The big picture
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SOURCES
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