



Euromonitor
International

Other Dairy in Brazil

October 2026

Table of Contents

KEY DATA INSIGHTS

2026 DEVELOPMENTS

Other Dairy Summary

KEY INDUSTRY TRENDS

Chart 1 - Key Industry Trends for Other Dairy

INDUSTRY PERFORMANCE

Continued Growth, but Higher Input Costs Prove a Challenge

Reformulation in Condensed Milk Enables Cost Control and Segmentation

Chart 2 - Condensed Milk Reformulations Reduce Milk Fat to Help Manage Dairy Cost Pressures

Younger Consumers Drive Premiumisation with Functional Dessert Launches

Chart 3 - Protein Dulce De Leche in Pouches Blends Indulgence with Functional Snacking

Chart 4 - Value Sales 2021-2031

Chart 5 - Value Sales by Category 2026

WHAT'S NEXT?

Manufacturers Set to Diversify Pack Sizes to Defend Household Penetration

Launches Expected to Extend Indulgence and Fortification into Wellness and Snacking Routines

Chart 6 - Forecast Value Sales 2021-2031

Chart 7 - Forecast Value Sales by Category 2026-2031

COMPETITIVE LANDSCAPE

Nestlé Leverages Brand Loyalty and Pack Innovation to Defend Share

Adaptation to Consumer Needs in Terms of Packaging and Format to Maintain or Gain Share

Chart 8 - Company Shares 2026

Chart 9 - Brand Shares 2026

CHANNELS

Supermarkets Wins as Bulk-Buying Slows, Impacting Warehouse Clubs

Supermarket Apps Notable for Online Sales of Premium and Planned Purchases

Chart 10 - Retail Channels 2021-2026

PRODUCTS

Convenience and Wellness Steer the Innovation Agenda

Portable Formats and Functional Claims Lead Recent Launches

Innovation Redraws the Competitive Boundaries in Other Dairy

ECONOMIC CONTEXT

Chart 11 - Economic Context for Other Dairy

Chart 12 - Real Gdp Growth 2021-2031

Chart 13 - Inflation 2021-2031

CONSUMER CONTEXT

Chart 14 - Consumer Context for Other Dairy

Chart 15 - Population 2021-2031

Chart 16 - Population by Generation 2026

Chart 17 - Consumer Expenditure 2021-2031

COUNTRY REPORTS DISCLAIMER

EXECUTIVE SUMMARY

2026 Developments

KEY DATA INSIGHTS

KEY INDUSTRY TRENDS

Chart 18 - Key Industry Trends for Dairy Products and Alternatives

INDUSTRY PERFORMANCE

Value Growth Continues, but Households Trade Down to More Economical Options

Piracanjuba'S Value-Led Approach Consolidates Share in Turbulent Times

Chart 19 - Piracanjuba Reinforces Affordable Dairy Portfolio Amid Rising Milk Costs

Chart 20 - Nescau Protein Combines Indulgent Chocolate Taste with High Protein Functionality

Acquisition Strategies Reshape Competition for Regional and Premium Cheese

Chart 21 - Value Sales 2021-2031

Chart 22 - Value Sales by Category 2026

WHAT'S NEXT?

Leading Companies Expected to Accelerate Consolidation to Secure Supply Chains

Urban Demand Will Fuel Shift to Functional and Premiumised Dairy Products

Value-Focused Strategies Set to Shape Resilience as Budgets Remain Tight

Chart 23 - Analyst Insight for Dairy Products and Alternatives

Chart 24 - Forecast Value Sales 2021-2031

Chart 25 - Forecast Value Sales by Category 2026-2031

COMPETITIVE LANDSCAPE

Lactalis Strengthens Leadership as Rivals Pursue Resilience

Mergers, Innovation and Functional Launches Reshape Competition

Chart 26 - Company Shares 2026

Chart 27 - Brand Shares 2026

CHANNELS

Supermarkets Consolidates Its Leadership as Shoppers Seek Value

Danone and Dalben Drive Growth with Experiential Aisles

Carrefour and Mercado Livre Fuel E-Commerce Gains in Premium Dairy

Chart 28 - Retail Channels 2021-2026

PRODUCTS

Protein Democratisation Reshapes Product Development

New Launches Extend Functional Dairy into Mass Occasions

Product Innovation Reshapes Category Boundaries and Competitive Advantage

ECONOMIC CONTEXT

Chart 29 - Economic Context for Dairy Products and Alternatives

Chart 30 - Real Gdp Growth 2021-2031

Chart 31 - Inflation 2021-2031

CONSUMER CONTEXT

Chart 32 - Consumer Context for Dairy Products and Alternatives

Chart 33 - Population 2021-2031

Chart 34 - Population by Generation 2026

Chart 35 - Consumer Expenditure 2021-2031

COUNTRY REPORTS DISCLAIMER

About Euromonitor International

Euromonitor International is an independent market intelligence provider. Data, insight and analysis stem from in-the-field research spanning 210 national markets.

Content ranges from the in-depth and country-specific, to key strategic themes with a global range and significance. Products cover a comprehensive range of insights and market data, but can be broadly categorised as:

- **Strategy Briefings:** Global or regional in scope, and focussing on the most important themes shaping consumer demand, the key markets, competitive environment and future outlook across a range of industries.
- **Company Profiles:** Analysis dedicated to the world's most significant companies, with detailed insight into their activities, focus of operations, their competitors, their geographic presence and performance.
- **Country Reports:** For an in-depth understanding of specific countries, whether by industry, economic metrics or consumer trends and lifestyles. These reports cover current trends, consumer demand, market potential and future prospects, with country-specific local insight and comprehensive data, unavailable elsewhere.

For more information on this report, further enquiries can be directed via this link www.euromonitor.com/other-dairy-in-brazil/report.