**KEY DATA FINDINGS**

**2022 DEVELOPMENTS**
As pandemic restrictions ease, traditional French bread returns to Brazilians' tables
Small local grocers strengthens role in the distribution of packaged bread
Tortilla still struggles to find a niche among Brazilian consumers

**PROSPECTS AND OPPORTUNITIES**
Artisanal bread gains the attention of affluent consumers in urban areas
Consumer loyalty will remain a challenge for packaged bread brands
Unpackaged cakes and bread to continue driving the performance of baked goods

**CATEGORY DATA**
Table 1 - Sales of Baked Goods by Category: Volume 2017-2022
Table 2 - Sales of Baked Goods by Category: Value 2017-2022
Table 3 - Sales of Baked Goods by Category: % Volume Growth 2017-2022
Table 4 - Sales of Baked Goods by Category: % Value Growth 2017-2022
Table 5 - Sales of Pastries by Type: % Value 2017-2022
Table 6 - NBO Company Shares of Baked Goods: % Value 2018-2022
Table 7 - LBN Brand Shares of Baked Goods: % Value 2019-2022
Table 8 - Distribution of Baked Goods by Format: % Value 2017-2022
Table 9 - Forecast Sales of Baked Goods by Category: Volume 2022-2027
Table 10 - Forecast Sales of Baked Goods by Category: Value 2022-2027
Table 11 - Forecast Sales of Baked Goods by Category: % Volume Growth 2022-2027
Table 12 - Forecast Sales of Baked Goods by Category: % Value Growth 2022-2027

**STAPLE FOODS IN BRAZIL - INDUSTRY OVERVIEW**

**EXECUTIVE SUMMARY**
Staple foods in 2022: The big picture
Key trends in 2022
Competitive Landscape
Channel developments
What next for staple foods?

**MARKET DATA**
Table 13 - Sales of Staple Foods by Category: Volume 2017-2022
Table 14 - Sales of Staple Foods by Category: Value 2017-2022
Table 15 - Sales of Staple Foods by Category: % Volume Growth 2017-2022
Table 16 - Sales of Staple Foods by Category: % Value Growth 2017-2022
Table 17 - NBO Company Shares of Staple Foods: % Value 2018-2022
Table 18 - LBN Brand Shares of Staple Foods: % Value 2019-2022
Table 19 - Penetration of Private Label by Category: % Value 2017-2022
Table 20 - Distribution of Staple Foods by Format: % Value 2017-2022
Table 21 - Forecast Sales of Staple Foods by Category: Volume 2022-2027
Table 22 - Forecast Sales of Staple Foods by Category: Value 2022-2027
Table 23 - Forecast Sales of Staple Foods by Category: % Volume Growth 2022-2027
Table 24 - Forecast Sales of Staple Foods by Category: % Value Growth 2022-2027

**DISCLAIMER**

**SOURCES**
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/baked-goods-in-brazil/report](http://www.euromonitor.com/baked-goods-in-brazil/report).