



**Euromonitor
International**

Sweet Biscuits, Snack Bars and Fruit Snacks in Brazil

August 2026

KEY DATA INSIGHTS

2026 DEVELOPMENTS

Sweet Biscuits, Snack Bars and Fruit Snacks Summary

KEY INDUSTRY TRENDS

Chart 1 - Key Industry Trends for Sweet Biscuits, Snack Bars and Fruit Snacks

INDUSTRY PERFORMANCE

Brands Shape Consumer Habits through Affordable Innovation

Functional Claims Fuel Snack Stapling as More Consumers Integrate Them into Routines

Chart 2 - Value Sales 2021-2031

Chart 3 - Volume Sales 2021-2031

Chart 4 - Value Sales by Category 2026

WHAT'S NEXT?

Millennials and Gen Z to Drive Demand for Functional Snacks

Chart 5 - Analyst Insight for Sweet Biscuits, Snack Bars and Fruit Snacks

Shifting Channel Expansion and Digital Platforms to Reshape Route-To-Market Strategies

Chart 6 - Forecast Value Sales 2021-2031

Chart 7 - Forecast Value Sales by Category 2026-2031

COMPETITIVE LANDSCAPE

Top Players Defend Leadership as Regional Brands Eye Niches

Chart 8 - Company Shares 2026

Chart 9 - Brand Shares 2026

CHANNELS

Supermarkets, Small Local Grocers and Hypermarkets Defend Leadership

Amazon, Mercado Livre and Ifood Fuel Digital Convenience

Cost Pressures Shift Foodservice Preference to Retail

Chart 10 - Retail Channels 2021-2026

PRODUCTS

Affordable Single-Serve Launches Pressure Competitors to Innovate

Chart 11 - Bauducco'S Big Cookie

Functional Snacks Aid Sweet Biscuits in Becoming Breakfast Table Staples

Chart 12 - Nutry'S Super Crispy Bar

ECONOMIC CONTEXT

Chart 13 - Economic Context for Sweet Biscuits, Snack Bars and Fruit Snacks

Chart 14 - Real Gdp Growth 2021-2031

Chart 15 - Inflation 2021-2031

CONSUMER CONTEXT

Chart 16 - Consumer Context for Sweet Biscuits, Snack Bars and Fruit Snacks

Chart 17 - Population 2021-2031

Chart 18 - Population by Generation 2026

COUNTRY REPORTS DISCLAIMER

[Snacks in Brazil - Industry Overview](#)

EXECUTIVE SUMMARY

2026 Developments

KEY DATA INSIGHTS

KEY INDUSTRY TRENDS

Chart 19 - Key Industry Trends for Snacks

INDUSTRY PERFORMANCE

Affordable Snacking and Better-Value Alternatives Fuel Snacks Growth

Chocolate Confectionery Leads Scale and Growth in 2026

Functional and Better-For-You Options Redefine Snacking with Protein-Packed Innovation

Chart 20 - Value Sales 2021-2031

Chart 21 - Value Sales by Category 2026

WHAT'S NEXT?

Manufacturers to Diversify Value Formats to Capture Evolving Demand

Health-Driven Reformulation and Functional Innovation to Reshape Traditional Favourites

Sustainability and Digital Engagement to Strengthen Brand Positioning and Pricing Power

Chart 22 - Analyst Insight for Snacks

Chart 23 - Forecast Value Sales 2021-2031

Chart 24 - Forecast Value Sales by Category 2026-2031

COMPETITIVE LANDSCAPE

The Top Players Sustain Leadership through Recognisably Brand Portfolios and Strategic Innovations

Mars and Ferrero Shift Strategies with Notable Mergers and Acquisitions

Chart 25 - Company Shares 2026

Chart 26 - Brand Shares 2026

CHANNELS

Small Local Grocers Strengthen Lead as Inflation Steers Impulse Snacking

Shifting Snack Habits Bring Retail into Focus

Chart 27 - Retail Channels 2021-2026

PRODUCTS

Br Mania Drives Value Snacking as Consumers Seek Affordability

Chart 28 - Br Mania

Supley Challenges Incumbents by Bringing Protein Snacking to the Mainstream

Chart 29 - Supley'S Znack That

ECONOMIC CONTEXT

Chart 30 - Economic Context for Snacks

Chart 31 - Real Gdp Growth 2021-2031

Chart 32 - Inflation 2021-2031

CONSUMER CONTEXT

Chart 33 - Consumer Context for Snacks

Chart 34 - Population 2021-2031

Chart 35 - Population by Generation 2026

COUNTRY REPORTS DISCLAIMER

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/sweet-biscuits-snack-bars-and-fruit-snacks-in-brazil/report.