



Euromonitor
International

Savoury Snacks in Brazil

August 2026

Table of Contents

KEY DATA INSIGHTS

2026 DEVELOPMENTS

Savoury Snacks Summary

KEY INDUSTRY TRENDS

Chart 1 - Key Industry Trends for Savoury Snacks

INDUSTRY PERFORMANCE

Affordability and Private Label Drive New Value Amid Inflation

High-Protein Snacks Capture Health-Conscious Youth and Spark Innovation

Chart 2 - Value Sales 2021-2031

Chart 3 - Volume Sales 2021-2031

Chart 4 - Value Sales by Category 2026

WHAT'S NEXT?

Functional Snacking and Online Platforms to Drive Growth

Nuts, Seeds and Trail Mixes to Gain Momentum as Consumers Seek Functional Snacking

Chart 5 - Forecast Value Sales 2021-2031

Chart 6 - Forecast Value Sales by Category 2026-2031

COMPETITIVE LANDSCAPE

Pepsico Do Brasil Ltda Maintains Leadership as Rivals Struggle to Gain Ground

Chart 7 - Company Shares 2026

Chart 8 - Brand Shares 2026

CHANNELS

Grocery Retailers Reinforce Impulse-Driven Purchases through In-Store Visibility

Convenience and E-Commerce Platforms Attract Younger Shoppers with New Formats

Snacking at Home Gains Ground against Foodservice

Chart 9 - Retail Channels 2021-2026

PRODUCTS

Bb Mania Leverages Value-Focused Snacks to Build Loyalty and Challenge Rivals

Chart 10 - Br Mania

Brands Blur Lines between Indulgence and Nutrition with Protein-Powered Chips

Chart 11 - Znach That High-Protein Chips

ECONOMIC CONTEXT

Chart 12 - Economic Context for Savoury Snacks

Chart 13 - Real Gdp Growth 2021-2031

Chart 14 - Inflation 2021-2031

CONSUMER CONTEXT

Chart 15 - Consumer Context for Savoury Snacks

Chart 16 - Population 2021-2031

Chart 17 - Population by Generation 2026

COUNTRY REPORTS DISCLAIMER

[Snacks in Brazil - Industry Overview](#)

EXECUTIVE SUMMARY

2026 Developments

KEY DATA INSIGHTS

KEY INDUSTRY TRENDS

Chart 18 - 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 19 - Value Sales 2021-2031

Chart 20 - 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 21 - Analyst Insight for Snacks

Chart 22 - Forecast Value Sales 2021-2031

Chart 23 - 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 24 - Company Shares 2026

Chart 25 - Brand Shares 2026

CHANNELS

Small Local Grocers Strengthen Lead as Inflation Steers Impulse Snacking

Shifting Snack Habits Bring Retail into Focus

Chart 26 - Retail Channels 2021-2026

PRODUCTS

Br Mania Drives Value Snacking as Consumers Seek Affordability

Chart 27 - Br Mania

Supley Challenges Incumbents by Bringing Protein Snacking to the Mainstream

Chart 28 - Supley's Znack That

ECONOMIC CONTEXT

Chart 29 - Economic Context for Snacks

Chart 30 - Real Gdp Growth 2021-2031

Chart 31 - Inflation 2021-2031

CONSUMER CONTEXT

Chart 32 - Consumer Context for Snacks

Chart 33 - Population 2021-2031

Chart 34 - Population by Generation 2026

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/savoury-snacks-in-brazil/report.