



Euromonitor
International

Sweet Spreads in Brazil

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Sweet Spreads in Brazil - Category analysis

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2025 DEVELOPMENTS

Both health and indulgence fuel sweet spread growth in 2025

INDUSTRY PERFORMANCE

Sweet spreads achieve double digit value growth during easing inflation and resilient demand

Peanut butter's rising popularity boosts sweet spreads in 2025

WHAT'S NEXT?

Sweet spreads are set for steady growth as economic recovery and nut-based innovation drive expansion

Health and wellness trends will shape innovation, even as indulgence remains a core driver

Sustainability is set to shape sweet spreads with eco-friendly packaging and ethical sourcing

COMPETITIVE LANDSCAPE

Ferrero do Brasil Indústria Doceira e Alimentar Ltda retains the lead despite the rise of smaller local brands

Ferrero loses share in 2025 as price sensitivity and nut-based innovation gain ground

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Volume-led growth and health innovation shape cooking ingredients and meals in 2025

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Volume-led recovery driven by value-seeking behaviour in 2025

Health driven reformulation influences purchases across cooking ingredients and meals in 2025

More consumers reach for functional convenience and fitness-influenced products

WHAT'S NEXT?

Macroeconomic stabilisation and demographic tailwinds will support steady value expansion

Innovation, reformulation and regulation are expected to drive premiumisation

Channel diversification is set to strengthen both value and premium options

COMPETITIVE LANDSCAPE

Cargill Agrícola SA's scale, innovation and brand power sustain its leadership in Brazil

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