Staple Foods in Brazil

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DISCLAIMER

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Baked Goods in Brazil

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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
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**Breakfast Cereals in Brazil**

**KEY DATA FINDINGS**

**2022 DEVELOPMENTS**

Restricted budgets lead to cautious spending on non-essential items such as sugary breakfast cereals

Diversification of channels and widespread presence of regional chains set the tone for breakfast cereals

New packaging regulation guidelines challenge category players

**PROSPECTS AND OPPORTUNITIES**

Brands to strengthen focus on health-conscious adults

The need to encourage loyalty among price-sensitive consumers will be key to sustain gains made during the pandemic

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**Processed Fruit and Vegetables in Brazil**

**KEY DATA FINDINGS**

**2022 DEVELOPMENTS**

Shelf stable vegetables continues to benefit from affordable prices and ease of preparation

Experimentation and convenience drive demand for frozen processed fruit and vegetables

Retail e-commerce and atacarejos stand out as strong performers

**PROSPECTS AND OPPORTUNITIES**

Producers of processed fruit and vegetables to be challenged by changes to packaging regulations regarding nutritional content

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Processed Meat, Seafood and Alternatives To Meat in Brazil

KEY DATA FINDINGS

2022 DEVELOPMENTS

Amid tough cuts on budgets and high prices of grain, consumers turn to processed options instead of fresh meat.
Versatility, convenience and high prices of other proteins benefit frozen processed poultry.
At-home gatherings as new point of consumption for processed meat.

PROSPECTS AND OPPORTUNITIES

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Processed seafood to benefit from price-sensitive consumers searching for more affordable options.
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CATEGORY DATA

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Rice, Pasta and Noodles in Brazil

KEY DATA FINDINGS

2022 DEVELOPMENTS

Versatility, low prices and ease of preparation appeal to price-sensitive consumers.
Instant noodles benefit from perceptions of convenience.
Production chain of rice experiences increasing costs, impacting retail prices.

PROSPECTS AND OPPORTUNITIES

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Atacarejos still a hub for buying in bulk for rice, pasta and noodles.
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