



Euromonitor  
International

# Cafés/Bars in Brazil

March 2025

Table of Contents

### KEY DATA FINDINGS

#### 2024 DEVELOPMENTS

2024 is a challenging year for cafés/bars

Zamp is the new operator of Starbucks in Brazil, but faces fierce competition

Growth of specialised wine bars

#### PROSPECTS AND OPPORTUNITIES

Challenges in hiring and retaining workforce

Growth of niche bars, and lower alcohol consumption

iFood is investing in diversifying its areas of operation

#### CATEGORY DATA

Table 1 - Cafés/Bars by Category: Units/Outlets 2019-2024

Table 2 - Sales in Cafés/Bars by Category: Number of Transactions 2019-2024

Table 3 - Sales in Cafés/Bars by Category: Foodservice Value 2019-2024

Table 4 - Cafés/Bars by Category: % Units/Outlets Growth 2019-2024

Table 5 - Sales in Cafés/Bars by Category: % Transaction Growth 2019-2024

Table 6 - Sales in Cafés/Bars by Category: % Foodservice Value Growth 2019-2024

Table 7 - GBO Company Shares in Chained Cafés/Bars: % Foodservice Value 2020-2024

Table 8 - GBN Brand Shares in Chained Cafés/Bars: % Foodservice Value 2021-2024

Table 9 - Forecast Cafés/Bars by Category: Units/Outlets 2024-2029

Table 10 - Forecast Sales in Cafés/Bars by Category: Number of Transactions 2024-2029

Table 11 - Forecast Sales in Cafés/Bars by Category: Foodservice Value 2024-2029

Table 12 - Forecast Cafés/Bars by Category: % Units/Outlets Growth 2024-2029

Table 13 - Forecast Sales in Cafés/Bars by Category: % Transaction Growth 2024-2029

Table 14 - Forecast Sales in Cafés/Bars by Category: % Foodservice Value Growth 2024-2029

## Consumer Foodservice in Brazil - Industry Overview

### EXECUTIVE SUMMARY

Consumer foodservice in 2024: The big picture

2024 key trends

Competitive landscape

Independent foodservice developments

What next for consumer foodservice?

#### MARKET DATA

Table 15 - Units, Transactions and Value Sales in Consumer Foodservice 2019-2024

Table 16 - Units, Transactions and Value Sales in Consumer Foodservice: % Growth 2019-2024

Table 17 - Consumer Foodservice by Independent vs Chained by Type: Units/Outlets 2024

Table 18 - Consumer Foodservice by Independent vs Chained: % Foodservice Value 2019-2024

Table 19 - Sales in Consumer Foodservice by Food vs Drink Split: % Foodservice Value 2019-2024

Table 20 - Sales in Consumer Foodservice by Food vs Drink Split by Type: % Foodservice Value 2024

Table 21 - Sales in Consumer Foodservice by Location: % Foodservice Value 2019-2024

Table 22 - Sales in Consumer Foodservice by Fulfilment: % Foodservice Value 2019-2024

Table 23 - GBO Company Shares in Chained Consumer Foodservice: % Foodservice Value 2020-2024

Table 24 - GBN Brand Shares in Chained Consumer Foodservice: % Foodservice Value 2021-2024

Table 25 - GBN Brand Shares in Chained Consumer Foodservice: Units/Outlets 2024

Table 26 - Forecast Units, Transactions and Value Sales in Consumer Foodservice 2024-2029

Table 27 - Forecast Units, Transactions and Value Sales in Consumer Foodservice: % Growth 2024-2029

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## SOURCES

### Summary 1 - Research Sources

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