



# Cheese in Brazil

October 2024

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## Cheese in Brazil - Category analysis

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#### 2024 DEVELOPMENTS

Natural disasters across the country maintain high and rising prices for cheese

Brazilian cheese highly recognised in international awards

E-commerce and social media bring attention to cheeses other than those consumed on an everyday basis

#### PROSPECTS AND OPPORTUNITIES

High protein cheeses expected to enter the market

Economic scenario calls for portfolio polarisation, with ultra processed cheese likely to gain traction in retail and foodservice

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