



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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DISCLAIMER

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