



Euromonitor
International

Other Dairy in Brazil

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Other Dairy in Brazil - Category analysis

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2024 DEVELOPMENTS

Other dairy sees a focus on differentiation to bypass high prices

Indulgence is attractive in other dairy

Lactose may be increasingly avoided, but dairy products also offer natural benefits which could be explored

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Functionality to penetrate other dairy products, such as petit-suisse and cottage cheese

Healthy indulgence translates into smaller packaging

Innovation is key to overcoming the competition

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