



**Euromonitor
International**

Sweet Biscuits, Snack Bars and Fruit Snacks in Brazil

October 2024

KEY DATA FINDINGS

2024 DEVELOPMENTS

- Sweet biscuits linked to indulgence and consumed sparingly
- Boom of protein/energy bars leveraged by the concept of balanced indulgence
- Rising demand for more economical options from price-sensitive consumers

PROSPECTS AND OPPORTUNITIES

- Consumer awareness to elevate level of expectations regarding nutritional composition
- Polarisation expected to reinforce indulgence and cost-benefit purchases
- “Shrinkflation” leads to new strategies in brand positioning

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Snacks in Brazil - Industry Overview

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For more information on this report, further enquiries can be directed via this link www.euromonitor.com/sweet-biscuits-snack-bars-and-fruit-snacks-in-brazil/report.