

Sweet Spreads in Brazil

December 2024

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Sweet Spreads in Brazil - Category analysis

KEY DATA FINDINGS

2024 DEVELOPMENTS

Economic scenario challenges sweet spreads, but innovation helps it stay resilient

Peanut butter revamp, with health and wellness claims

Addressing healthier lifestyles with the fortification of sweet spreads

PROSPECTS AND OPPORTUNITIES

Nut and seed based spreads set to gain momentum, with pistachio spreads a highlight Beekeeping likely to continue to break records, while Baldoni brings branding to the category Diversification of channels set to have a positive impact for sweet spreads

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