



**Euromonitor  
International**

# Snacks in Brazil

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- Polarised consumption reflected in a wide range of price tiers
- In-store environment leads to experimentation and unconventional investments in brand awareness

PROSPECTS AND OPPORTUNITIES

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- Impulse purchases motivated by social occasions drive consumption

PROSPECTS AND OPPORTUNITIES

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- Social occasions fuel impulse purchases and consumption

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#### PROSPECTS AND OPPORTUNITIES

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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

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