



**Euromonitor
International**

Cooking Ingredients and Meals in Brazil

December 2024

Table of Contents

EXECUTIVE SUMMARY

Cooking ingredients and meals in 2024: The big picture
Key trends in 2024
Competitive landscape
Channel developments
What next for cooking ingredients and meals?

MARKET DATA

- Table 1 - Sales of Cooking Ingredients and Meals by Category: Volume 2019-2024
- Table 2 - Sales of Cooking Ingredients and Meals by Category: Value 2019-2024
- Table 3 - Sales of Cooking Ingredients and Meals by Category: % Volume Growth 2019-2024
- Table 4 - Sales of Cooking Ingredients and Meals by Category: % Value Growth 2019-2024
- Table 5 - NBO Company Shares of Cooking Ingredients and Meals: % Value 2020-2024
- Table 6 - LBN Brand Shares of Cooking Ingredients and Meals: % Value 2021-2024
- Table 7 - Penetration of Private Label by Category: % Value 2019-2024
- Table 8 - Distribution of Cooking Ingredients and Meals by Format: % Value 2019-2024
- Table 9 - Forecast Sales of Cooking Ingredients and Meals by Category: Volume 2024-2029
- Table 10 - Forecast Sales of Cooking Ingredients and Meals by Category: Value 2024-2029
- Table 11 - Forecast Sales of Cooking Ingredients and Meals by Category: % Volume Growth 2024-2029
- Table 12 - Forecast Sales of Cooking Ingredients and Meals by Category: % Value Growth 2024-2029

DISCLAIMER

SOURCES

Summary 1 - Research Sources

Edible Oils in Brazil

KEY DATA FINDINGS

2024 DEVELOPMENTS

Global olive oil crisis continues to drive up prices
Brazilian production of olive oil is small but rising; different strategies are adopted to attract different consumer groups
Vegetable oils see good momentum

PROSPECTS AND OPPORTUNITIES

Olive oil innovations with the addition of other ingredients may help justify final prices
Avocado and palm oil seen as possible substitutes for olive oil
Innovation in edible oils may come from differentiating oils by use

CATEGORY DATA

- Table 13 - Sales of Edible Oils by Category: Volume 2019-2024
- Table 14 - Sales of Edible Oils by Category: Value 2019-2024
- Table 15 - Sales of Edible Oils by Category: % Volume Growth 2019-2024
- Table 16 - Sales of Edible Oils by Category: % Value Growth 2019-2024
- Table 17 - NBO Company Shares of Edible Oils: % Value 2020-2024
- Table 18 - LBN Brand Shares of Edible Oils: % Value 2021-2024
- Table 19 - Distribution of Edible Oils by Format: % Value 2019-2024
- Table 20 - Forecast Sales of Edible Oils by Category: Volume 2024-2029
- Table 21 - Forecast Sales of Edible Oils by Category: Value 2024-2029
- Table 22 - Forecast Sales of Edible Oils by Category: % Volume Growth 2024-2029
- Table 23 - Forecast Sales of Edible Oils by Category: % Value Growth 2024-2029

Meals and Soups in Brazil

KEY DATA FINDINGS

2024 DEVELOPMENTS

Economic scenario pushes consumers towards convenient and good value for money products

Soups incorporate protein as a source of differentiation

Expansion of frozen ready meals options boosts sales

PROSPECTS AND OPPORTUNITIES

Availability of meals and soups across multiple channels will optimise sales

Companies expected to launch new lines of frozen ready meals

Busy routines and smaller families likely to drive up sales

CATEGORY DATA

Table 24 - Sales of Meals and Soups by Category: Volume 2019-2024

Table 25 - Sales of Meals and Soups by Category: Value 2019-2024

Table 26 - Sales of Meals and Soups by Category: % Volume Growth 2019-2024

Table 27 - Sales of Meals and Soups by Category: % Value Growth 2019-2024

Table 28 - Sales of Chilled Ready Meals by Ethnicity: % Value 2019-2024

Table 29 - Sales of Frozen Ready Meals by Ethnicity: % Value 2019-2024

Table 30 - Sales of Soup by Leading Flavours: Rankings 2019-2024

Table 31 - NBO Company Shares of Meals and Soups: % Value 2020-2024

Table 32 - LBN Brand Shares of Meals and Soups: % Value 2021-2024

Table 33 - Distribution of Meals and Soups by Format: % Value 2019-2024

Table 34 - Forecast Sales of Meals and Soups by Category: Volume 2024-2029

Table 35 - Forecast Sales of Meals and Soups by Category: Value 2024-2029

Table 36 - Forecast Sales of Meals and Soups by Category: % Volume Growth 2024-2029

Table 37 - Forecast Sales of Meals and Soups by Category: % Value Growth 2024-2029

Sauces, Dips and Condiments in Brazil

KEY DATA FINDINGS

2024 DEVELOPMENTS

Economic scenario pushes consumers towards products offering good value for money

New flavours enter table sauces to attract consumers' interest

Health trend starts to be seen in sauces, dips and condiments, via low sodium claims on labels

PROSPECTS AND OPPORTUNITIES

Asian flavours appeal to the Brazilian palate

Vegan and vegetarian claims are still not often seen on shelves

Artisanal sauces, dips and condiments will continue to find followers

CATEGORY DATA

Table 38 - Sales of Sauces, Dips and Condiments by Category: Volume 2019-2024

Table 39 - Sales of Sauces, Dips and Condiments by Category: Value 2019-2024

Table 40 - Sales of Sauces, Dips and Condiments by Category: % Volume Growth 2019-2024

Table 41 - Sales of Sauces, Dips and Condiments by Category: % Value Growth 2019-2024

Table 42 - Sales of Liquid Recipe Sauces by Type: % Value 2019-2024

Table 43 - Sales of Other Sauces and Condiments by Type: Rankings 2019-2024

Table 44 - NBO Company Shares of Sauces, Dips and Condiments: % Value 2020-2024

Table 45 - LBN Brand Shares of Sauces, Dips and Condiments: % Value 2021-2024

Table 46 - Distribution of Sauces, Dips and Condiments by Format: % Value 2019-2024

Table 47 - Forecast Sales of Sauces, Dips and Condiments by Category: Volume 2024-2029

Table 48 - Forecast Sales of Sauces, Dips and Condiments by Category: Value 2024-2029

Table 49 - Forecast Sales of Sauces, Dips and Condiments by Category: % Volume Growth 2024-2029

Table 50 - Forecast Sales of Sauces, Dips and Condiments by Category: % Value Growth 2024-2029

Sweet Spreads in Brazil

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

CATEGORY DATA

Table 51 - Sales of Sweet Spreads by Category: Volume 2019-2024

Table 52 - Sales of Sweet Spreads by Category: Value 2019-2024

Table 53 - Sales of Sweet Spreads by Category: % Volume Growth 2019-2024

Table 54 - Sales of Sweet Spreads by Category: % Value Growth 2019-2024

Table 55 - Sales of Jams and Preserves by Leading Flavours: Rankings 2019-2024

Table 56 - NBO Company Shares of Sweet Spreads: % Value 2020-2024

Table 57 - LBN Brand Shares of Sweet Spreads: % Value 2021-2024

Table 58 - Distribution of Sweet Spreads by Format: % Value 2019-2024

Table 59 - Forecast Sales of Sweet Spreads by Category: Volume 2024-2029

Table 60 - Forecast Sales of Sweet Spreads by Category: Value 2024-2029

Table 61 - Forecast Sales of Sweet Spreads by Category: % Volume Growth 2024-2029

Table 62 - Forecast Sales of Sweet Spreads by Category: % Value Growth 2024-2029

About Euromonitor International

Euromonitor International is an independent market intelligence provider. Data, insight and analysis stem from in-the-field research spanning 210 national markets.

Content ranges from the in-depth and country-specific, to key strategic themes with a global range and significance. Products cover a comprehensive range of insights and market data, but can be broadly categorised as:

- **Strategy Briefings:** Global or regional in scope, and focussing on the most important themes shaping consumer demand, the key markets, competitive environment and future outlook across a range of industries.
- **Company Profiles:** Analysis dedicated to the world's most significant companies, with detailed insight into their activities, focus of operations, their competitors, their geographic presence and performance.
- **Country Reports:** For an in-depth understanding of specific countries, whether by industry, economic metrics or consumer trends and lifestyles. These reports cover current trends, consumer demand, market potential and future prospects, with country-specific local insight and comprehensive data, unavailable elsewhere.

For more information on this report, further enquiries can be directed via this link www.euromonitor.com/cooking-ingredients-and-meals-in-brazil/report.