



Staple Foods in Brazil

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2024 DEVELOPMENTS

- Economic scenario favours the consumption of packaged bread
- Artisanal bread and pastry shops still have room to grow
- Pistachio enters baked goods as a filling for pastries

PROSPECTS AND OPPORTUNITIES

- Protein enhancement reaches baked goods and is set to grow
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Foodservice is a gateway to increase the consumption of breakfast cereals at home
Neighbourhood green retailers boost sales of healthy breakfast cereals

PROSPECTS AND OPPORTUNITIES

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Portfolios increasingly include cassava, and other products more adapted to Brazilian tastes
Frozen processed potatoes benefits from products specifically for air fryers

PROSPECTS AND OPPORTUNITIES

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KEY DATA FINDINGS

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Frozen and chilled processed meat, seafood and alternatives to meat benefit from current lifestyles and offer convenience
Meat and seafood substitutes heading towards consolidation in retail and entering foodservice

PROSPECTS AND OPPORTUNITIES

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Rice, Pasta and Noodles in Brazil

KEY DATA FINDINGS

2024 DEVELOPMENTS

Floods in the south of the country harm rice and wheat production
Economic scenario promotes pasta consumption
Cooking reality TV shows drive players to offer gourmet products

PROSPECTS AND OPPORTUNITIES

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