



**Euromonitor
International**

Processed Meat, Seafood and Alternatives To Meat in Brazil

January 2024

Table of Contents

KEY DATA FINDINGS

2023 DEVELOPMENTS

Unveiling consumer habits and market strategies in a new context
Competitive landscape and innovative strategies
Retail dynamics and revolution in a shift towards a more specialised offer

PROSPECTS AND OPPORTUNITIES

The rising tide of portfolio expansion and meat and seafood substitutes
Trends and challenges in Brazilian seafood
Significant success of processed poultry in Brazil

CATEGORY DATA

Table 1 - Sales of Processed Meat, Seafood and Alternatives to Meat by Category: Volume 2018-2023
Table 2 - Sales of Processed Meat, Seafood and Alternatives to Meat by Category: Value 2018-2023
Table 3 - Sales of Processed Meat, Seafood and Alternatives to Meat by Category: % Volume Growth 2018-2023
Table 4 - Sales of Processed Meat, Seafood and Alternatives to Meat by Category: % Value Growth 2018-2023
Table 5 - Sales of Shelf Stable Processed Red Meat by Type: % Volume Breakdown 2018-2023
Table 6 - Sales of Chilled Processed Red Meat by Type: % Volume Breakdown 2018-2023
Table 7 - Sales of Frozen Processed Red Meat by Type: % Volume Breakdown 2018-2023
Table 8 - Sales of Frozen Processed Poultry by Type: % Value Breakdown 2018-2023
Table 9 - Sales of Frozen Processed Seafood by Type: % Value Breakdown 2018-2023
Table 10 - NBO Company Shares of Processed Meat, Seafood and Alternatives to Meat: % Value 2019-2023
Table 11 - LBN Brand Shares of Processed Meat, Seafood and Alternatives to Meat: % Value 2020-2023
Table 12 - Distribution of Processed Meat, Seafood and Alternatives to Meat by Format: % Value 2018-2023
Table 13 - Forecast Sales of Processed Meat, Seafood and Alternatives to Meat by Category: Volume 2023-2028
Table 14 - Forecast Sales of Processed Meat, Seafood and Alternatives to Meat by Category: Value 2023-2028

Staple Foods in Brazil - Industry Overview

EXECUTIVE SUMMARY

Staple foods in 2023: The big picture
Key trends in 2023
Competitive Landscape
Channel developments
What next for staple foods?

MARKET DATA

Table 15 - Sales of Staple Foods by Category: Volume 2018-2023
Table 16 - Sales of Staple Foods by Category: Value 2018-2023
Table 17 - Sales of Staple Foods by Category: % Volume Growth 2018-2023
Table 18 - Sales of Staple Foods by Category: % Value Growth 2018-2023
Table 19 - NBO Company Shares of Staple Foods: % Value 2019-2023
Table 20 - LBN Brand Shares of Staple Foods: % Value 2020-2023
Table 21 - Penetration of Private Label by Category: % Value 2018-2023
Table 22 - Distribution of Staple Foods by Format: % Value 2018-2023
Table 23 - Forecast Sales of Staple Foods by Category: Volume 2023-2028
Table 24 - Forecast Sales of Staple Foods by Category: Value 2023-2028
Table 25 - Forecast Sales of Staple Foods by Category: % Volume Growth 2023-2028
Table 26 - Forecast Sales of Staple Foods by Category: % Value Growth 2023-2028

DISCLAIMER

SOURCES

Summary 1 - Research Sources

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/processed-meat-seafood-and-alternatives-to-meat-in-brazil/report.