



**Euromonitor  
International**

# Meals and Soups in Brazil

December 2024

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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
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Cooking Ingredients and Meals in Brazil - Industry Overview

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