



Euromonitor
International

Sauces, Dips and Condiments in Brazil

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Sauces, Dips and Condiments in Brazil - Category analysis

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2025 DEVELOPMENTS

Modest value growth during price adjustments in 2025

INDUSTRY PERFORMANCE

Sauces, dips, and condiments record modest value growth during shifting consumer priorities

Pickled products drive value growth within sauces, dips, and condiments in 2025

WHAT'S NEXT?

Sauces, dips, and condiments is set to drive growth as consumer confidence returns

Health and wellness trends are expected to drive innovation and premiumisation

Sustainability is set to gain ground as it becomes a rising concern for consumers

COMPETITIVE LANDSCAPE

Cargill Agrícola SA's strong brands reinforce the company's leading position in 2025

Cargill records growth through innovation, marketing, and health-conscious product development

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Warehouse clubs lead distribution in Brazil due to price-driven shopping shifts

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Volume-led growth and health innovation shape cooking ingredients and meals in 2025

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INDUSTRY PERFORMANCE

Volume-led recovery driven by value-seeking behaviour in 2025

Health driven reformulation influence purchases across cooking ingredients and meals in 2025

More consumers reach for functional convenience and fitness-influenced products

WHAT'S NEXT?

Macroeconomic stabilisation and demographic tailwinds will support steady value expansion

Innovation, reformulation and regulation are expected to drive premiumisation

Channel diversification is set to strengthen both value and premium options

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Cargill Agrícola SA's scale, innovation and brand power sustain its leadership in Brazil

BRF SA's brand revitalisation and dynamism drive accelerated growth

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