



Euromonitor
International

Baked Goods in Brazil

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Baked Goods in Brazil - Category analysis

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2025 DEVELOPMENTS

Bread-led staples underpin growth as shoppers remain price conscious

INDUSTRY PERFORMANCE

Baked goods performs due to macroeconomic resilience and rising incomes

Savvy consumers seek out low-cost but healthy options

Players focus on sustainable supply as consumers shift away from indulgent treats

WHAT'S NEXT?

Stable macroeconomic scenario and demographic expansion bode well for baked goods

Health and wellness trends shape development, especially in bread

Environmental and climate considerations increasingly influence baked goods in Brazil

COMPETITIVE LANDSCAPE

Bimbo leads through broad offering and acquisitions

Landscape remains largely stable in 2025

Private label and major local player make progress

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Warehouse clubs as preferred channel for baked goods purchases

Small local grocers and food specialists lose out to warehouse clubs

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Staple Foods in Brazil - Industry Overview

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Staples remain resilient as inflation and downtrading shape spending

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INDUSTRY PERFORMANCE

Rising food prices support continued value growth

Consumers shift towards warehouse clubs as private label expands

Regulations boost impact of current health trends

WHAT'S NEXT?

Essential nature of staple foods ensures further growth
Developments in distribution to further bolster sales
Health, sustainability and convenience as key innovation drivers

COMPETITIVE LANDSCAPE

Camil leads through strong legacy and diverse offering
BRF rises rapidly thanks to aggressive strategy

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