



Euromonitor
International

Sweet Spreads in Brazil

March 2026

Table of Contents

KEY DATA FINDINGS

2025 DEVELOPMENTS

Both health and indulgence fuel sweet spread growth in 2025

INDUSTRY PERFORMANCE

Sweet spreads achieve double digit value growth during easing inflation and resilient demand

Peanut butter's rising popularity boosts sweet spreads in 2025

WHAT'S NEXT?

Sweet spreads are set for steady growth as economic recovery and nut-based innovation drive expansion

Health and wellness trends will shape innovation, even as indulgence remains a core driver

Sustainability is set to shape sweet spreads with eco-friendly packaging and ethical sourcing

COMPETITIVE LANDSCAPE

Ferrero do Brasil Indústria Doceira e Alimentar Ltda retains the lead despite the rise of smaller local brands

Ferrero loses share in 2025 as price sensitivity and nut-based innovation gain ground

CHANNELS

Supermarkets remain the leading channel for sweet spreads in 2025 despite share loss

Warehouse clubs lead channel growth in 2025 as hypermarkets decline and speciality retail gains traction

CATEGORY DATA

Table 1 - Sales of Sweet Spreads by Category: Volume 2020-2025

Table 2 - Sales of Sweet Spreads by Category: Value 2020-2025

Table 3 - Sales of Sweet Spreads by Category: % Volume Growth 2020-2025

Table 4 - Sales of Sweet Spreads by Category: % Value Growth 2020-2025

Table 5 - Sales of Jams and Preserves by Leading Flavours: Rankings 2020-2025

Table 6 - NBO Company Shares of Sweet Spreads: % Value 2021-2025

Table 7 - LBN Brand Shares of Sweet Spreads: % Value 2022-2025

Table 8 - Distribution of Sweet Spreads by Format: % Value 2020-2025

Table 9 - Forecast Sales of Sweet Spreads by Category: Volume 2025-2030

Table 10 - Forecast Sales of Sweet Spreads by Category: Value 2025-2030

Table 11 - Forecast Sales of Sweet Spreads by Category: % Volume Growth 2025-2030

Table 12 - Forecast Sales of Sweet Spreads by Category: % Value Growth 2025-2030

COUNTRY REPORTS DISCLAIMER

Cooking Ingredients and Meals in Brazil - Industry Overview

EXECUTIVE SUMMARY

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

KEY DATA FINDINGS

INDUSTRY PERFORMANCE

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

Health driven reformulation influences 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

COMPETITIVE LANDSCAPE

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

BRF SA's brand revitalisation and dynamism drive accelerated growth

CHANNELS

Supermarkets retain its leadership during accelerating channel fragmentation

Warehouse clubs strengthen its position through price leadership and supplier alignment

Retail e-commerce expands reach and reshapes consumer expectations

MARKET DATA

Table 13 - Sales of Cooking Ingredients and Meals by Category: Volume 2020-2025

Table 14 - Sales of Cooking Ingredients and Meals by Category: Value 2020-2025

Table 15 - Sales of Cooking Ingredients and Meals by Category: % Volume Growth 2020-2025

Table 16 - Sales of Cooking Ingredients and Meals by Category: % Value Growth 2020-2025

Table 17 - NBO Company Shares of Cooking Ingredients and Meals: % Value 2021-2025

Table 18 - LBN Brand Shares of Cooking Ingredients and Meals: % Value 2022-2025

Table 19 - Penetration of Private Label by Category: % Value 2020-2025

Table 20 - Distribution of Cooking Ingredients and Meals by Format: % Value 2020-2025

Table 21 - Forecast Sales of Cooking Ingredients and Meals by Category: Volume 2025-2030

Table 22 - Forecast Sales of Cooking Ingredients and Meals by Category: Value 2025-2030

Table 23 - Forecast Sales of Cooking Ingredients and Meals by Category: % Volume Growth 2025-2030

Table 24 - Forecast Sales of Cooking Ingredients and Meals by Category: % Value Growth 2025-2030

COUNTRY REPORTS 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/sweet-spreads-in-brazil/report.