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International

# Sweet Biscuits, Snack Bars and Fruit Snacks in Brazil

September 2025

### KEY DATA FINDINGS

#### 2025 DEVELOPMENTS

Healthier options and convenience positioning boost snack bars

Small brands enjoy widening space to show strong dynamism

Supermarkets leads, with warehouse clubs gaining importance

#### PROSPECTS AND OPPORTUNITIES

Widening consumption occasions to stimulate category growth

Technological advancements focusing on production optimisation and AI for better promotional performance

Functionality to be more specific and expand beyond snack bars

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