



# Sweet Spreads in Brazil

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## Sweet Spreads in Brazil - Category analysis

### 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 is 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

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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

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## Cooking Ingredients and Meals in Brazil - Industry Overview

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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 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

## 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

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For more information on this report, further enquiries can be directed via this link [www.euromonitor.com/sweet-spreads-in-brazil/report](http://www.euromonitor.com/sweet-spreads-in-brazil/report).