



**Euromonitor  
International**

# Dairy Products and Alternatives in Brazil

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Baby Food in Brazil

KEY DATA FINDINGS

2024 DEVELOPMENTS

Milk formula continues to grow, despite moves to prioritise breastfeeding  
Digital marketing of milk formula remains a concern  
WHO updates infant feeding guidelines amidst global push for breastfeeding

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High protein cheeses expected to enter the market  
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KEY DATA FINDINGS

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PROSPECTS AND OPPORTUNITIES

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