



Euromonitor
International

Staple Foods in Brazil

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- Economic scenario favours the consumption of packaged bread
- Artisanal bread and pastry shops still have room to grow
- Pistachio enters baked goods as a filling for pastries

PROSPECTS AND OPPORTUNITIES

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Neighbourhood green retailers boost sales of healthy breakfast cereals

PROSPECTS AND OPPORTUNITIES

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Portfolios increasingly include cassava, and other products more adapted to Brazilian tastes
Frozen processed potatoes benefits from products specifically for air fryers

PROSPECTS AND OPPORTUNITIES

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KEY DATA FINDINGS

2024 DEVELOPMENTS

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Economic scenario promotes pasta consumption
Cooking reality TV shows drive players to offer gourmet products

PROSPECTS AND OPPORTUNITIES

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