

December 2012

Sugar and Gum Confectionery - Brazil

"The market has posted rapid growth in value sales over the 2007-12 period; however, this comes against near stagnant volume sales. Besides the rising prices of sugar, the growing availability of higher value products and rising household incomes have fueled the rise in average prices. Mintel's research shows that affluent ...

October 2012

Salty Snacks - Brazil

"The Brazilian Salty snack market is experiencing growth, yet comparatively low penetration and frequency of consumption indicates significant opportunities for further growth in the future. The market's success is dependent on continued economic prosperity, improved distribution, and the ability to attract older users into the category."

Yogurt - Brazil

"The yogurt market has recently experienced a significant development. From 2010-11, the category grew by 4% in total volume. Also, when it comes to penetration, Mintel' survey reveals that 74% of the population in Brazil reported consuming the category. This percentage is even higher than in the U.S., for ...

Chocolate Confectionery - Brazil

"The market's reliance on global cocoa supplies leaves it susceptible to price fluctuations and inflation, but despite that, the market is forecast to continue growing. Investment in distribution, supply and innovation is geared to not only grow the consumer base, but also increase frequency of use amongst occasional users."