

MARKET INNOVATION OVERVIEW

CATEGORY: Fish & Seafood Products | **COUNTRY:** Brazil

Este documento foi elaborado no âmbito do projeto PortugalFoods Qualifica, com o objetivo de criar informação de alto valor acrescentado para as PME e restantes entidades do setor agroalimentar nacional, para que estas se possam posicionar estrategicamente no contexto do mercado global.

A informação contida neste documento provém do Observatório da PortugalFoods que, com recurso à plataforma Mintel, permite contribuir para a qualificação e sensibilização do setor agroalimentar, tanto ao nível do conhecimento sobre novos produtos e técnicas de produção, como ao nível do acompanhamento da evolução tecnológica e da evolução das preferências do consumidor.

A Mintel cataloga mais de 38 000 novos lançamentos de produto por mês, provenientes dos 86 mercados que monitoriza, analisando e categorizando todos os seus atributos, tais como os ingredientes, posicionamento e comunicação ao consumidor.

O Observatório da PortugalFoods constitui-se assim como uma ferramenta de grande importância para alicerçar o conhecimento das empresas do Setor Agroalimentar.



A REGIONAL INTRODUCTION: FISH & SEAFOOD PRODUCTS IN THE AMERICAS

Natural moves forward: While fish producers have stepped up their efforts to promote naturalness to negate health concerns, opportunities exist to take the natural concept a step further by focusing on free-from. Concerns about the quality of meat products have prompted many consumers to be more discerning during their purchasing decisions. This has resulted in brands placing stronger focus on natural credentials, through a number of ways.

Added-value attributes: Brands could look to innovate around added-value products to drive further value growth in the market. One way of achieving this is to emphasise naturalness, artisanal production methods and animal welfare.



FISH & SEAFOOD IN BRAZIL

Market Overview

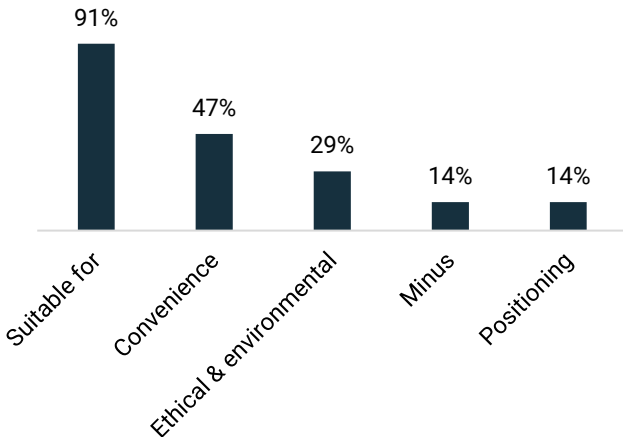
The Brazil fish and seafood sector is expected to grow from €4.62 billion in 2018 to €5.24 billion by 2023, at a CAGR of 2.6%. In volume terms, the sector is expected to grow from 999.5 million kg in 2018 to 1.02 billion kg by 2023, registering a CAGR of 0.4%.

Per capita consumption of fish and seafood in Brazil stood at 4.78kg in 2018 and is expected to decrease to 4.72kg by 2023. Per capita expenditure in Brazil stood at €22.08 in 2018 and is expected to grow and reach €24.26 by 2023. (GlobalData, 2020)

New Product Development Analysis

1% of food products launched in Brazil between July 2018 and June 2019 were Fish Products.

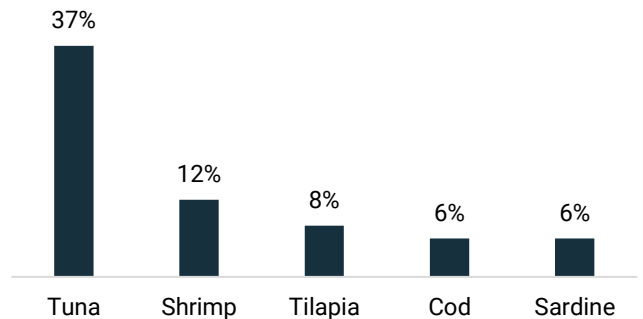
Top 5 Category of Claims in Fish Product launches



The 'Gluten Free' claim was responsible for the 91% of Fish Products launched between July 2018 and June 2019 featuring a 'Suitable for' claim. Almost half of the new product launches had a 'Convenience' claim, mostly due to the 'Microwaveable' claim.

Looking at the ingredients used in the new Fish Product launches in the Brazilian market, 'Tuna' was the most popular fish in the NPD. 'Shrimp' was present in 12% of products and 'Tilapia' in 8%.

Top 5 Selected Ingredients in Fish Products launches



This gluten-free and ready to eat product has been inspected by the Brazilian Ministry of Agriculture and retails in a 500g pack.



This frozen cooked and peeled shrimp is gluten-free and can be defrosted in the microwave.



This bone-free tilapia has been individually frozen, is a source of protein and can be defrosted in the microwave.



THE BRAZILIAN CONSUMER

What best describes your consumption of Fish and Poultry? (2019)

39% "I am actively trying to increase consumption of this"



How appealing do you find the "Ethically Sourced" claim? (2019)

39% "Very appealing"

(GlobalData, 2020)

A GLOBAL LOOK INTO THE FUTURE

Ethical and sustainability: Producers will be challenged to expand what it means to raise animals humanely. Consumers care about what goes into their food, and antibiotics and hormone avoidance has become an emerging free-from claim.

"Trash-fish": In recent years, fishermen have begun intentionally catching unlovely fish in order to reduce the strain on overfished species as well as to celebrate the fish native to certain areas. In the future, these so-called "trash fish" will serve as a new source for fish products that can be positioned as sustainable and environmentally friendly, luring in a new class of consumers looking to do good with their food purchases. Since consumers likely may not want to look at ugly fish in their whole forms, these trash fish could be a plentiful and useful source for upcycled fish-based products, such as fish "bars," flaked canned fish, and within frozen meals.

Para mais informações acerca do Observatório da PortugalFoods, por favor contactar knowledge.division@portugalfoods.org

