

MARKET INNOVATION OVERVIEW

CATEGORY: Bread, Pastry & Confectionery | **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:

BREAD, PASTRY & CONFECTIONERY IN THE AMERICAS

BREAD AND BREAD PRODUCTS

Stay on top of diet trends: Innovating around bread products that cater to specific diets (eg low carb, raw, Paleo) can attract more consumers to the category – especially as many popular diet plans focus on avoiding bread.

CAKES AND SWEET BAKERY

Clean ingredients: Clean label concerns are shaping US consumer attitudes and although cakes have a licence to be indulgent, taking a clean label approach and avoiding ingredients such as high fructose corn syrup will resonate with consumers wanting better-for-you treats.

BISCUITS, COOKIES AND CRACKERS

Vegan and vegetarian claims: Consumers' growing interest in vegan and vegetarian diets offers opportunities for biscuit brands to highlight these attributes on pack, especially as many sweet and savoury biscuits are inherently vegetarian.

CHOCOLATE

Target older adults: There remains a notable gap in the market for chocolate with adult-positioning, especially as older adults show the least engagement with the category.



BREAD, PASTRY & CONFECTIONERY IN BRAZIL

Market Overview

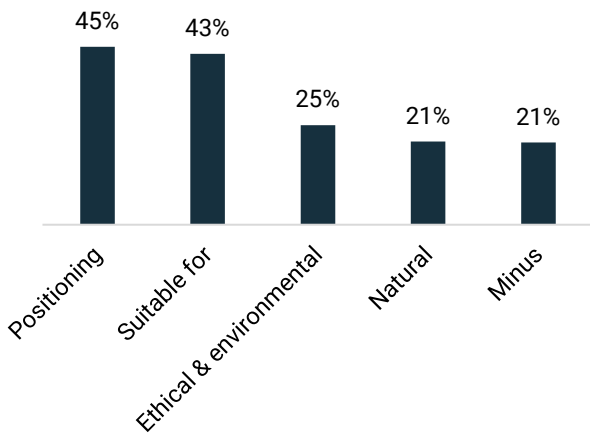
The Brazilian bread, pastry and confectionery sector is expected to grow from €37.4 billion in 2018 to €42.1 billion by 2023, at a CAGR of 2.4%. In volume terms, the sector is expected to grow from 7.97 billion kg in 2018 to 8.16 billion kg by 2023, registering a CAGR of 0.5%.

Per capita consumption of bread, pastry and confectionery in Brazil stood at 38.1kg in 2018 and is expected to decrease to 37.8kg by 2023. Per capita expenditure in Brazil stood at €178.8 in 2018 and is expected to grow and reach €195.1 by 2023. (GlobalData, 2020)

New Product Development Analysis

33% of food products launched in Brazil between July 2018 and June 2019 were Bread, Pastry & Confectionery products.

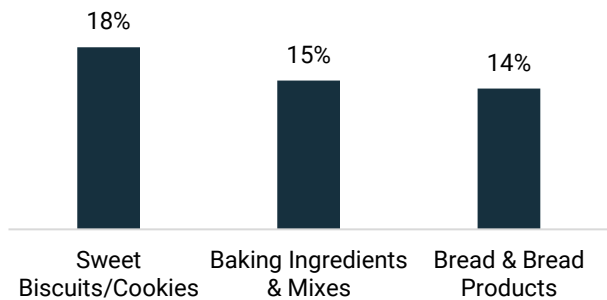
Top 5 Category of Claims in Bread, Pastry & Confectionery product launches



In the Brazilian retail market, almost half of the Bread, Pastry & Confectionery products launched in the last 12 months to June 2019 featured a 'Positioning' claim, with the 'Social Media' claim being used the most. The 'Suitable for' claim category was also used to a great extent, mainly due to the 'Gluten Free' claim.

The top 3 sub-categories in the Bread, Pastry & Confectionery sector, in terms of new product launches, were pretty close to each other. 'Sweet Biscuits/Cookies' was the most popular sub-category.

Top 3 Sub-Categories of Bread, Pastry & Confectionery product launches



These cookies have been enriched with calcium, iron, vitamins and minerals, are a source of fiber, and retail in a 80g pack bearing the Facebook and Instagram logo.



This microwavable product with artificial chocolate and vanilla flavoring contains zero sugar, gluten or lactose, and is ready in one minute and 20 seconds.



This low carb product with natural ingredients is free from animal origin ingredients, gluten, milk, lactose, soy and preservatives, and can be heated in 10 minutes.



THE BRAZILIAN CONSUMER

49% Of Brazilians purchasing chocolate as an **everyday treat** (2017)



Cookies and crackers consumers in Brazil (2018)



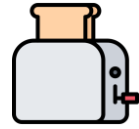
39%

Associate **handmade** with **higher quality**



22%

Think **thin versions** can help **control the intake of salt and sugar**



62%

Have consumed them **as part of breakfast**

33%

Would like to have more **"easy-to-prepare"** options of bread



(2018)

23%

Would like to see more bread/baked goods made with **ingredients that add texture** (eg. nuts, grains)

A GLOBAL LOOK INTO THE FUTURE

BREAD, BAKERY AND CAKES

The future is balanced: That consumers reject fad diets and take a more balanced approach to health indicates continued opportunity in bakery products with positive health qualities. However, producers must find a way to marry health with indulgent qualities.

BISCUITS, COOKIES AND CRACKERS

New sensations: Texture and temperature are the new frontiers when it comes to differentiating sweet and savoury bakery innovations and enticing more adventurous consumers.

CHOCOLATE

"No animal anything" continues to gain ground: The move away from animal continues to drive innovation and capture consumers' attention.

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

