

BAKERY – BRAZIL – 2024

Health and value for money are important, but indulgence still drives this category.



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Report Content

EXECUTIVE SUMMARY

- What you need to know
- Challenges
- Opportunities

THE CONSUMER

Category overview

- Consumption of plain and savory baked goods
 - Graph 1: consumption of plain and savory baked goods, 2024
- Consumption of sweet baked goods
 - Graph 2: consumption of sweet baked goods, 2024
- Priorities when choosing savory/plain baked goods
 - Graph 3: priorities when choosing savory/plain baked goods – any rank, 2024
- Priorities when choosing sweet baked goods
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- Consumption occasion
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- Attitudes and habits toward baked goods consumption
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- Impacts of the change in regulation on whole foods
 - Graph 7: impacts of the change in regulation on whole foods, 2024

Consumption and priorities when choosing savory/plain baked goods

- Feeling full is an important quality for salty crackers
- Crackers with high fiber and protein content can promote satiety
- Women aged 55+ consume wholegrain bread as part of their healthy diet
 - Graph 8: consumption of packaged whole grain sliced bread, by gender and age group, 2024
- Priorities for women aged 55+ when choosing bread and savory baked goods
- Female consumer priorities could influence future launches of wholegrain breads
- When wholegrain ingredients are associated with highly desired qualities, it enhances the perceived value

Consumption of sweet baked goods and priorities when choosing sweet baked goods

- More than a third of women consume cake mixes
- Ready-to-use mixes can be a more affordable option

Bakery – Brazil – 2024

- The South and Southeast lead the way in terms of panettone consumption; in other regions, local ingredients can boost sales
 - Graph 9: consumption of panettone with fruits and panettone with sweet fillings or frostings, by region, 2024
- Among consumers aged 16-34, there is a greater rejection of panettone with fruit
 - Graph 10: consumption of panettone with fruits and panettone with sweet fillings or frostings, by age group, 2024

Consumption occasion

- Bread is the most common breakfast item
- Subscription services bring convenience to breakfast
- Savory baked pastries are becoming a popular dinner option
- Claims related to healthiness can set retail brands apart from foodservice

Attitudes and habits toward baked goods consumption

- Consumers prefer the texture of bread bought from bakeries
- Ready-made products can emphasize the crunchy texture
- AB consumers look for different thickness options for sliced bread
- Different slice thickness for different consumption needs

Impacts of the change in regulation on whole foods

- Front-label warnings have little impact on savory baked goods
 - Graph 11: priorities when choosing savory/plain baked goods, 2024
- In the sweet baked goods category, front-label warnings also play a minor role in consumer choice
 - Graph 12: Priorities when choosing sweet baked goods, 2024
- Accurate information increases consumer confidence in brands
- Communication should include all socioeconomic groups
 - Graph 13: consumers who are not aware of this regulation, by socioeconomic group, 2024

KEY PLAYERS

Companies and brands

- Bimbo concludes the Aterro Zero project
- M. Dias Branco promotes sustainability program in partnership with startups

Launches and innovations

- Panco launches new Panquinho flavor
- Wickbold launches new 5 Zeros bread
- Oreo launches 'Wednesday' edition
- Speculoos cookies in Brazilian versions

Marketing campaigns and actions

- Baudduco launches products and promotion inspired by the Bridgerton series
- Piraquê invites consumers to try the original
- Plusvita and Pullman invite customers to a free tasting

THE MARKET

- High inflation can have an impact on the sector
- Unemployment falls to lowest level in 10 years
- Shortage of type 1 wheat boosts imports

APPENDIX – DEFINITION, METHODOLOGY AND ABBREVIATIONS

- Report definition
- Methodology
- Abbreviations

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