



Baby Food in Brazil

October 2024

Table of Contents

KEY DATA FINDINGS

2024 DEVELOPMENTS

Milk formula continues to grow, despite moves to prioritise breastfeeding
Digital marketing of milk formula remains a concern
WHO updates infant feeding guidelines amidst global push for breastfeeding

PROSPECTS AND OPPORTUNITIES

More milk formula brands likely to expand to other age groups
Greater lactose-free and special baby food offer expected in the coming years
Dairy compounds will still be the most budget-friendly option

CATEGORY DATA

Table 1 - Sales of Baby Food by Category: Volume 2019-2024
Table 2 - Sales of Baby Food by Category: Value 2019-2024
Table 3 - Sales of Baby Food by Category: % Volume Growth 2019-2024
Table 4 - Sales of Baby Food by Category: % Value Growth 2019-2024
Table 5 - Sales of Growing-Up Milk Formula by Age: % Value 2019-2024
Table 6 - NBO Company Shares of Baby Food: % Value 2020-2024
Table 7 - LBN Brand Shares of Baby Food: % Value 2021-2024
Table 8 - Distribution of Baby Food by Format: % Value 2019-2024
Table 9 - Forecast Sales of Baby Food by Category: Volume 2024-2029
Table 10 - Forecast Sales of Baby Food by Category: Value 2024-2029
Table 11 - Forecast Sales of Baby Food by Category: % Volume Growth 2024-2029
Table 12 - Forecast Sales of Baby Food by Category: % Value Growth 2024-2029

Dairy Products and Alternatives in Brazil - Industry Overview

EXECUTIVE SUMMARY

Dairy products and alternatives in 2024: The big picture
Key trends in 2024
Competitive landscape
Channel developments
What next for dairy products and alternatives?

MARKET DATA

Table 13 - Sales of Dairy Products and Alternatives by Category: Value 2019-2024
Table 14 - Sales of Dairy Products and Alternatives by Category: % Value Growth 2019-2024
Table 15 - NBO Company Shares of Dairy Products and Alternatives: % Value 2020-2024
Table 16 - LBN Brand Shares of Dairy Products and Alternatives: % Value 2021-2024
Table 17 - Penetration of Private Label by Category: % Value 2019-2024
Table 18 - Distribution of Dairy Products and Alternatives by Format: % Value 2019-2024
Table 19 - Forecast Sales of Dairy Products and Alternatives by Category: Value 2024-2029
Table 20 - Forecast Sales of Dairy Products and Alternatives by Category: % Value Growth 2024-2029

DISCLAIMER

SOURCES

Summary 1 - Research Sources

Euromonitor International is an independent market intelligence provider. Data, insight and analysis stem from in-the-field research spanning 210 national markets.

Content ranges from the in-depth and country-specific, to key strategic themes with a global range and significance. Products cover a comprehensive range of insights and market data, but can be broadly categorised as:

- **Strategy Briefings:** Global or regional in scope, and focussing on the most important themes shaping consumer demand, the key markets, competitive environment and future outlook across a range of industries.
- **Company Profiles:** Analysis dedicated to the world's most significant companies, with detailed insight into their activities, focus of operations, their competitors, their geographic presence and performance.
- **Country Reports:** For an in-depth understanding of specific countries, whether by industry, economic metrics or consumer trends and lifestyles. These reports cover current trends, consumer demand, market potential and future prospects, with country-specific local insight and comprehensive data, unavailable elsewhere.

For more information on this report, further enquiries can be directed via this link www.euromonitor.com/baby-food-in-brazil/report.