

# Innovation: Food and Beverage in Brazil

November 2023

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## INNOVATION IN FOOD AND BEVERAGE

Approximately 77% of detected launches appear in Brazil for the first time

Subbrands lead in majority of new product launches

New launches in Brazil in 2022: Soft Drinks and Hot Drinks

New launches in Brazil in 2022: Packaged Food, Alcoholic Drinks, Pet Care

Packaged food accounts for approximately 48% of detected 2022 launches in Brazil

Hershey's introduces artisan lines to Brazilian market to compete with local players

Hershey's Cristal is first detected in Brazil in April 2022

2022 posed a difficult year for mature markets

Zee Dog launches premium natural wet dog food to meet demand in Brazil

Zee Dog is first detected in Brazil in July 2022

Carrefour leads in detected retailer launches in Brazil in 2022

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Passport Innovation methodology

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## About Euromonitor International

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.

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