

## Sector briefing

# Food & Drink Opportunities in Brazil

## Why Brazil?

Brazil is one of the world's leading producers of agricultural products and foodstuffs. In the last years, Brazil has become the world's largest exporter of beef, soybeans, coffee, orange juice, sugar and chicken. Brazil Food and Drink sector is one of the most competitive in the region and has emerged as one of the leading suppliers in the global food industry. According to data supplied by MAPA, the Brazilian Ministry of Agriculture, in 2010 agribusiness exports went up to US\$76,441 billion.

Find general information on the **Brazilian** market conditions on [UKTI's website](#). The [Doing Business Guide for Brazil](#) gives an overview of **Brazil's** economy, business culture, potential opportunities and an introduction to other relevant issues.



**“Brazil Food and Drink sector is one of the most competitive in the region and has emerged as one of the leading suppliers in the global food industry.”**

## Opportunities

### Functional food

Currently Brazil is among the largest consumers of nutritional food and vitamins, with a total year amount of US\$18billion. This is due not only to the level of maturity and information of the Brazilian average consumer, but also a reflection of the income growth.

Some of the major players in this segment in Brazil are Danone (Activia), Nestlé (Sollys) and local brands Seven Boys, Bimbo and Nutrella (breads).

### Food Service

In the last decade food service presented a growth of 219%, due to the greater participation of women in the work place, new consumption habits and the growth of economy. It is heading towards accounting for approximately 50% of the Brazilian food industry. The major players in this segment are Sadia and Perdigão.

### Organics

In Latin America, Brazil and Argentina produce the majority of organic products.

In 1999, the estimated consumption in Brazil was of US\$150million. Production of organic products shows an yearly growth rate between 30% and 50%. In 2004 there were approximately 14,000 organic manufacturers.

In 2010 72 companies that are members of Organics Brasil totalled US\$108.2million in exports, representing a growth of 130% compared to 2009.

For the Olympic Games in Brazil in 2014 the plans are that only organic food will be served. Soon Brazil will be among the world's top producers of organic food.

### Supermarket Retail

The top three supermarket chain in Brazil, Pão de Açúcar, Carrefour and Wal-Mart respectively, are responsible for 50% of all food products sold in Brazil. Some of them even provide the seeds to be planted.

### Drinks

Likewise, in the drinks sector, consumption has grown proportionally as spending power increases. Also, the sector is sensitive to seasonal changes. When it comes to drinks sector in Brazil, the hotter the weather, the better. The major competitor for beers is Ambev and for soft drinks is Coca-Cola.

Niche areas for imported food & drink are premium branded products, speciality food and drink products, food ingredients, and diet & light range of products.

If you have any questions on the opportunities above, contact the UKTI contacts named in this report. Business opportunities aimed specifically at UK companies are added daily to UKTI's website. These leads are sourced by our staff overseas in British Embassies, High Commissions and Consulates, across all sectors and in over 100 markets.

You can be alerted to business opportunities on a regular basis by registering on the UKTI website. [Find out more on UKTI's business opportunities service on the UKTI website.](#)

## Major events and activities

### Fispal Food Service

Date: 6 – 9 June 2011  
Venue: Expo Center Norte  
Organiser: BTS – Brasil Trade Shows  
Website: [www.fispalfoodservice.com.br](http://www.fispalfoodservice.com.br)

### Fispal Tecnologia (Food equipment)

Date: 7 – 10 June 2011  
Venue: Parque Anhembi  
Organiser: BTS – Brasil Trade Shows  
Website: [www.fispaltecnologia.com.br](http://www.fispaltecnologia.com.br)

### Brasil Brau (Beer Brewing Technology)

Date: 5 – 7 July 2011  
Venue: Transamérica Expo Center  
Organiser: Fagga Promoção de Eventos SA  
Website: [www.brasilbrau.com.br](http://www.brasilbrau.com.br)

### Equip Food&Drink 2011 (Food Service)

Date: 12 – 15 September 2011  
Venue: Parque Anhembi  
Organiser: Equipotel Feiras e Promoções  
Website: [www.equipotel.com.br](http://www.equipotel.com.br)

### Find full details of all events in this country and sector on the UKTI website.

New export events are added daily to the site and [you can register to be alerted to them](#) on a daily, weekly or monthly basis.

UKTI's Tradeshow Access Programme (TAP) provides grant support for eligible Small & Medium Sized Enterprises (SME's) to attend trade shows overseas. Find out more about [UKTI support](#) for attendance at overseas events.

## UKTI contacts

### Jaqueline Araujo

Business Development Manager – Food & Drink  
British Consulate-General  
Tel: +55 11 3094-2743  
Email: [jaqueline.araujo@fco.gov.uk](mailto:jaqueline.araujo@fco.gov.uk)  
[www.ukti.gov.uk](http://www.ukti.gov.uk)

### Vera Oliveira

Assistant Sector Manager  
British Consulate-General  
Tel: +55 11 3094-1893  
Email: [vera.oliveira@fco.gov.uk](mailto:vera.oliveira@fco.gov.uk)  
[www.ukti.gov.uk](http://www.ukti.gov.uk)

### Catherina Godeghesi

Intern  
British Consulate-General  
Tel: +55 11 3094-1879  
E-mail: [catherina.godeghesi@fco.gov.uk](mailto:catherina.godeghesi@fco.gov.uk)  
[www.ukti.gov.uk](http://www.ukti.gov.uk)

## Next steps - How UKTI can help

British companies wishing to develop their business in the **Brazilian** market are advised to undertake as much market research and planning as possible in the UK. UKTI's team in **Brazil**, with its wide local knowledge and experience, can provide a range of services to British-based companies wishing to grow their business in global markets.

This can include:

- Provision of market information
- Validated lists of agents/distributors
- Key market players or potential customers in the **Brazilian** market
- Establishment of interest of such contacts in working with you

- Arranging appointments
- Organise seminars or other events for you to meet contacts and promote your company in the **Brazilian** market

This work is available via our [Overseas Market Introduction Service \(OMIS\)](#) a chargeable service which assists British-based companies wishing to enter or expand their business in overseas markets.

To find out more about commissioning this work, or accessing other UKTI services and specialist advice, please visit the UKTI website to find [contact details for your local UKTI office](#).

Whereas every effort has been made to ensure that the information given in this document is accurate, neither UK Trade & Investment nor its parent Departments (the Department for Business, Innovation & Skills, and the Foreign & Commonwealth Office), accept liability for any errors, omissions or misleading statements, and no warranty is given or responsibility accepted as to the standing of any individual, firm, company or other organisation mentioned.

Published 2011 by UK Trade & Investment.

©Crown Copyright 2011

You may reuse this information (not including logos, images and case studies) free of charge in any format or medium, under the terms of the Open Government Licence. To view this licence, [visit www.nationalarchives.gov.uk/doc/open-government-licence/](http://www.nationalarchives.gov.uk/doc/open-government-licence/) or write to the Information Policy Team, The National Archives, Kew, London TW9 4DU, or email: [psi@nationalarchives.gsi.gov.uk](mailto:psi@nationalarchives.gsi.gov.uk)

This publication is also available from our website at [www.ukti.gov.uk](http://www.ukti.gov.uk) or for more information please telephone +44 (0)20 7215 8000.