



Consumer Foodservice By Location in Brazil

February 2024

Table of Contents

KEY DATA FINDINGS

2023 DEVELOPMENTS

Standalone remains leading location but alternative spaces are growing in preference
Presence of major brands at The Town music festival focus on engagement with younger consumers
Privatisation of airports and resumption of travel activities boost foodservice

PROSPECTS AND OPPORTUNITIES

Standalone outlets expected to continue losing ground to other locations
Rise of heritage cuisine and its promotion through tourism

CATEGORY DATA

Table 1 - Consumer Foodservice by Location: Units/Outlets 2018-2023
Table 2 - Sales in Consumer Foodservice by Location: Number of Transactions 2018-2023
Table 3 - Sales in Consumer Foodservice by Location: Foodservice Value 2018-2023
Table 4 - Consumer Foodservice by Location: % Units/Outlets Growth 2018-2023
Table 5 - Sales in Consumer Foodservice by Location: % Transaction Growth 2018-2023
Table 6 - Sales in Consumer Foodservice by Location: % Foodservice Value Growth 2018-2023
Table 7 - Consumer Foodservice through Standalone: Units/Outlets 2018-2023
Table 8 - Sales in Consumer Foodservice through Standalone: Number of Transactions 2018-2023
Table 9 - Sales in Consumer Foodservice through Standalone: Foodservice Value 2018-2023
Table 10 - Consumer Foodservice through Standalone: % Units/Outlets Growth 2018-2023
Table 11 - Sales in Consumer Foodservice through Standalone: % Transaction Growth 2018-2023
Table 12 - Sales in Consumer Foodservice through Standalone: % Foodservice Value Growth 2018-2023
Table 13 - Consumer Foodservice through Leisure: Units/Outlets 2018-2023
Table 14 - Sales in Consumer Foodservice through Leisure: Number of Transactions 2018-2023
Table 15 - Sales in Consumer Foodservice through Leisure: Foodservice Value 2018-2023
Table 16 - Consumer Foodservice through Leisure: % Units/Outlets Growth 2018-2023
Table 17 - Sales in Consumer Foodservice through Leisure: % Transaction Growth 2018-2023
Table 18 - Sales in Consumer Foodservice through Leisure: % Foodservice Value Growth 2018-2023
Table 19 - Consumer Foodservice through Retail: Units/Outlets 2018-2023
Table 20 - Sales in Consumer Foodservice through Retail: Number of Transactions 2018-2023
Table 21 - Sales in Consumer Foodservice through Retail: Foodservice Value 2018-2023
Table 22 - Consumer Foodservice through Retail: % Units/Outlets Growth 2018-2023
Table 23 - Sales in Consumer Foodservice through Retail: % Transaction Growth 2018-2023
Table 24 - Sales in Consumer Foodservice through Retail: % Foodservice Value Growth 2018-2023
Table 25 - Consumer Foodservice through Lodging: Units/Outlets 2018-2023
Table 26 - Sales in Consumer Foodservice through Lodging: Number of Transactions 2018-2023
Table 27 - Sales in Consumer Foodservice through Lodging: Foodservice Value 2018-2023
Table 28 - Consumer Foodservice through Lodging: % Units/Outlets Growth 2018-2023
Table 29 - Sales in Consumer Foodservice through Lodging: % Transaction Growth 2018-2023
Table 30 - Sales in Consumer Foodservice through Lodging: % Foodservice Value Growth 2018-2023
Table 31 - Consumer Foodservice through Travel: Units/Outlets 2018-2023
Table 32 - Sales in Consumer Foodservice through Travel: Number of Transactions 2018-2023
Table 33 - Sales in Consumer Foodservice through Travel: Foodservice Value 2018-2023
Table 34 - Consumer Foodservice through Travel: % Units/Outlets Growth 2018-2023
Table 35 - Sales in Consumer Foodservice through Travel: % Transaction Growth 2018-2023
Table 36 - Sales in Consumer Foodservice through Travel: % Foodservice Value Growth 2018-2023
Table 37 - Forecast Consumer Foodservice by Location: Units/Outlets 2023-2028
Table 38 - Forecast Sales in Consumer Foodservice by Location: Number of Transactions 2023-2028
Table 39 - Forecast Sales in Consumer Foodservice by Location: Foodservice Value 2023-2028

Table 40 - Forecast Consumer Foodservice by Location: % Units/Outlets Growth 2023-2028

Table 41 - Forecast Sales in Consumer Foodservice by Location: % Transaction Growth 2023-2028

Table 42 - Forecast Sales in Consumer Foodservice by Location: % Foodservice Value Growth 2023-2028

Table 43 - Forecast Consumer Foodservice through Standalone: Units/Outlets 2023-2028

Table 44 - Forecast Sales in Consumer Foodservice through Standalone: Number of Transactions 2023-2028

Table 45 - Forecast Sales in Consumer Foodservice through Standalone: Foodservice Value 2023-2028

Table 46 - Forecast Consumer Foodservice through Standalone: % Units/Outlets Growth 2023-2028

Table 47 - Forecast Sales in Consumer Foodservice through Standalone: % Transaction Growth 2023-2028

Table 48 - Forecast Sales in Consumer Foodservice through Standalone: % Foodservice Value Growth 2023-2028

Table 49 - Forecast Consumer Foodservice through Leisure: Units/Outlets 2023-2028

Table 50 - Forecast Sales in Consumer Foodservice through Leisure: Number of Transactions 2023-2028

Table 51 - Forecast Sales in Consumer Foodservice through Leisure: Foodservice Value 2023-2028

Table 52 - Forecast Consumer Foodservice through Leisure: % Units/Outlets Growth 2023-2028

Table 53 - Forecast Sales in Consumer Foodservice through Leisure: % Transaction Growth 2023-2028

Table 54 - Forecast Sales in Consumer Foodservice through Leisure: % Foodservice Value Growth 2023-2028

Table 55 - Forecast Consumer Foodservice through Retail: Units/Outlets 2023-2028

Table 56 - Forecast Sales in Consumer Foodservice through Retail: Number of Transactions 2023-2028

Table 57 - Forecast Sales in Consumer Foodservice through Retail: Foodservice Value 2023-2028

Table 58 - Forecast Consumer Foodservice through Retail: % Units/Outlets Growth 2023-2028

Table 59 - Forecast Sales in Consumer Foodservice through Retail: % Transaction Growth 2023-2028

Table 60 - Forecast Sales in Consumer Foodservice through Retail: % Foodservice Value Growth 2023-2028

Table 61 - Forecast Consumer Foodservice through Lodging: Units/Outlets 2023-2028

Table 62 - Forecast Sales in Consumer Foodservice through Lodging: Number of Transactions 2023-2028

Table 63 - Forecast Sales in Consumer Foodservice through Lodging: Foodservice Value 2023-2028

Table 64 - Forecast Consumer Foodservice through Lodging: % Units/Outlets Growth 2023-2028

Table 65 - Forecast Sales in Consumer Foodservice through Lodging: % Transaction Growth 2023-2028

Table 66 - Forecast Sales in Consumer Foodservice through Lodging: % Foodservice Value Growth 2023-2028

Table 67 - Forecast Consumer Foodservice through Travel: Units/Outlets 2023-2028

Table 68 - Forecast Sales in Consumer Foodservice through Travel: Number of Transactions 2023-2028

Table 69 - Forecast Sales in Consumer Foodservice through Travel: Foodservice Value 2023-2028

Table 70 - Forecast Consumer Foodservice through Travel: % Units/Outlets Growth 2023-2028

Table 71 - Forecast Sales in Consumer Foodservice through Travel: % Transaction Growth 2023-2028

Table 72 - Forecast Sales in Consumer Foodservice through Travel: % Foodservice Value Growth 2023-2028

Consumer Foodservice in Brazil - Industry Overview

EXECUTIVE SUMMARY

Consumer foodservice in 2023: The big picture

2023 key trends

Competitive landscape

Independent foodservice developments

What next for consumer foodservice?

MARKET DATA

Table 73 - Units, Transactions and Value Sales in Consumer Foodservice 2018-2023

Table 74 - Units, Transactions and Value Sales in Consumer Foodservice: % Growth 2018-2023

Table 75 - Consumer Foodservice by Independent vs Chained by Type: Units/Outlets 2023

Table 76 - Consumer Foodservice by Independent vs Chained: % Foodservice Value 2018-2023

Table 77 - Sales in Consumer Foodservice by Food vs Drink Split: % Foodservice Value 2018-2023

Table 78 - Sales in Consumer Foodservice by Food vs Drink Split by Type: % Foodservice Value 2023

Table 79 - Sales in Consumer Foodservice by Location: % Foodservice Value 2018-2023

Table 80 - GBO Company Shares in Chained Consumer Foodservice: % Foodservice Value 2019-2023

Table 81 - GBN Brand Shares in Chained Consumer Foodservice: % Foodservice Value 2020-2023

Table 82 - GBN Brand Shares in Chained Consumer Foodservice: Units/Outlets 2023

Table 83 - Forecast Units, Transactions and Value Sales in Consumer Foodservice 2023-2028

Table 84 - Forecast Units, Transactions and Value Sales in Consumer Foodservice: % Growth 2023-2028

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SOURCES

Summary 1 - Research Sources

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