

# German Food & Beverage Tapping into Brazil



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# Brazilian Food Market Highlights



## GDP

Food Industry represents 10,8% of National GDP



## REVENUE

In 2022 F&B industry reached USD 200 Billions

Growth:  
**16%**



## IMPORT

In 2022 Brazil imported over than USD 19 billions in food



## IMPORT

Major importer of food, mainly value-added products



## IMPORT

Premium Food Segment grows

**40%**

since 2015



## OPORTTUNITY

72% of National Production is to supply the domestic market

# Overview



US\$ **131,26** billion  
revenue in 2022

## GREAT NUMBERS of the supermarket sector

**94.706**  
stores  
over the country

**7,03%**  
of **GDP**

**3,2**  
million  
people involved  
directly & indirectly

**240,4**  
thousand  
check-outs

# Profile of Brazilian Supermarket



- 1
  - Vibrant industry with a rapidly grown
  - Catalyzed the consumer trends in the market
  - Greater demand for healthy and organic products

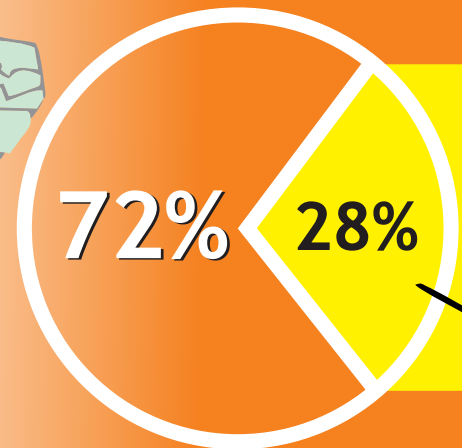
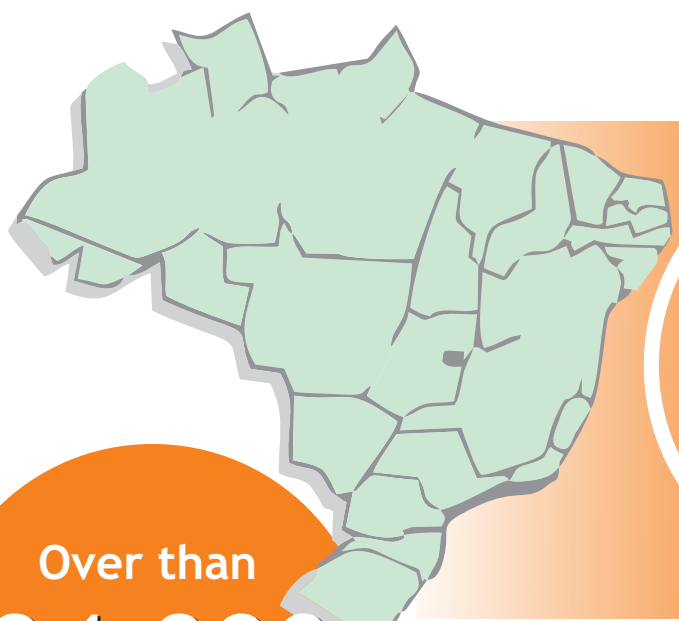


- 2
  - Supermarkets are offering a wide range of premium quality products from organic and healthy products

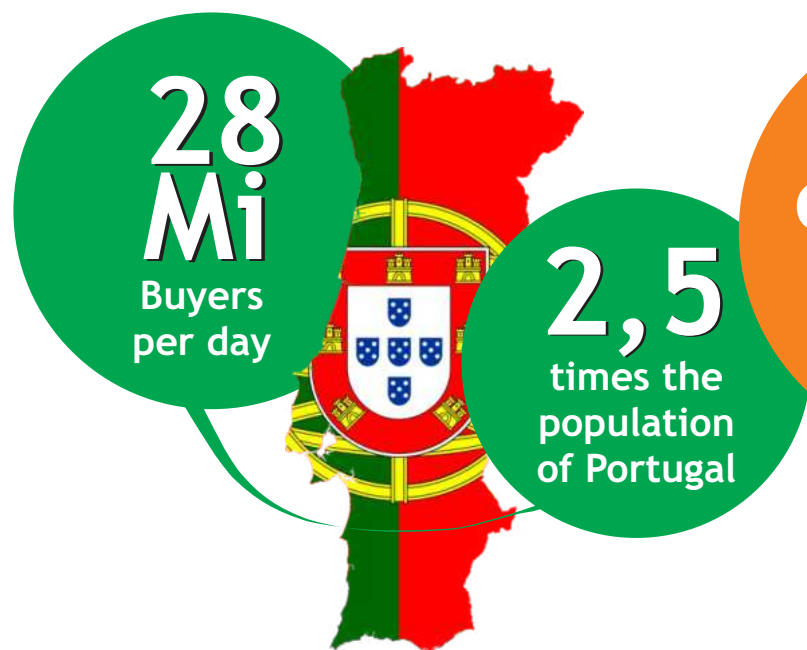


- 3
  - Seafood, and dairy to convenience food like frozen pizzas and ready-to-eat meals
  - Special Chocolates, cheese, olive oils, wine, coffee and beers

# Profile of Brazilian Supermarket



Concentration of the supermarket sector in companies **TOP 3 BRAZIL**

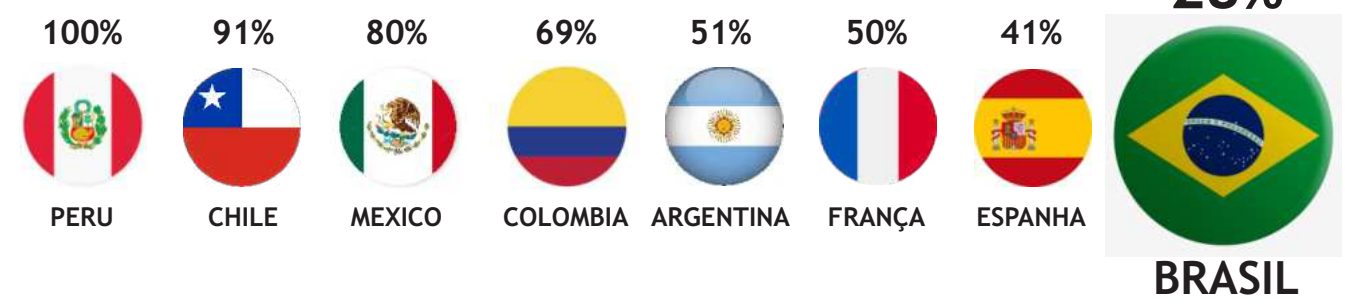


**28 Mi**  
Buyers per day

**2,5**  
times the population of Portugal

Over than **94,000** stores across the country

There is a large room to explore



\* Source: ABRAS (Brazilian Supermarket Association)

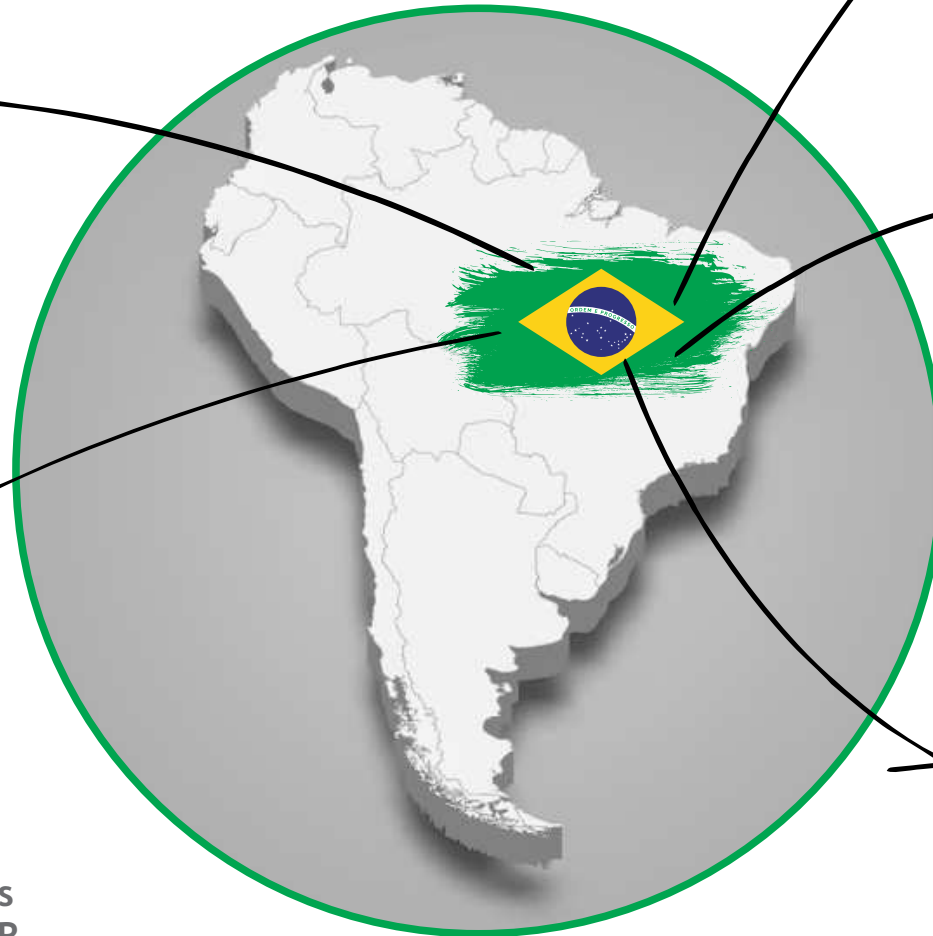
# Making Brazil Your Primary Destination



Brazil offers new commercial agreements and government support



Geographical location, allowing businesses to access other countries in the MERCOSUR



more than  
**210**  
Mi

Large internal consumer market

**126**  
Mi

Rapidly growing middle class  
(58% of the population are middle class)  
giving companies access  
to a larger consumer base

**27**  
states

Territorial extension enhances  
cultural and gastronomic diversity  
provoking the search for new products

\* Source: ABIA (Brazilian Food Association)

# Get to know the gateway for the Brazilian food market



## ANUGA SELECT BRAZIL

100% focused on the food and beverage sector, the event is the main channel to generate business and the most complete showcase of national and international product launches for retail, food service, importers, wholesales and hospitality.

The fair brings together the main sectors in a single location

International Trade Show Exclusively for the Food and Beverage Sector





2.530  
meetings

+ BRL 75 million  
in business

53  
buyers  
(36 national and 17 international)



MATCHMAKING PROGRAM

RODADA DE  
NEGÓCIOS  
ANUGA SELECT BRAZIL

RODADA DE  
NEGÓCIOS  
FOHB

apexBrasil

**QUALIFIED BUYERS** Visitors from 34 countries and all Brazilian states

THE NUMBERS PROVE THE  
SUCCESS OF THE 2023 EDITION

+ 330  
exhibitors

⇒ 10 national pavilions ⇒ 11 international pavilions

EXPECTATIONS FOR 2024

14.000 m<sup>2</sup>  
exhibition  
space

+ 500  
exhibitors

16.000  
visitors



# Take part in

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SÃO PAULO, 09.11.04.2024



International Trade Show Exclusively for the Food and Beverage Sector

# See you in 2024!

