

Brazil and Bakery Industry



Facts from Brazil

- Population: 213.4 million
- Geographic Area: 8,515,767 km² - 5th largest country in the world by area.
- GDP (nominal): \$2.13 trillion (2025).
- Most populous city: São Paulo, with about 11.9 million inhabitants (est. 2025).
- Life expectancy: 75.5 years (2022 data)
- Several countries fits inside Brazil, as we can see in the illustration alongside.





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Context

As part of a strategy to foster dialogue with different public stakeholders about the importance of the bakery and confectionery market in Brazil, the goal was to conduct a study to highlight the key trends currently shaping this market.

Main Objectives:

Provide an overview of the foodservice sector in Brazil and the role of bakery and confectionery within this context;

Understand how bakeries and pastry shops have evolved in recent years;

Identify consumer trends and their impact on the bakery and confectionery industry in Brazil.

What do we define as independent bakeries?

Independent limited-service restaurants (establishments offering limited menus with items that can be quickly prepared, where customers order, pay, and collect at the counter, though some may offer table service). These sell various types of bread, filled breads, bagels, croissants, donuts, pastries, sandwiches, and other bread-based products. They operate one or more (but fewer than ten) points of sale and are not affiliated with any other company.

Methodologies used in the research



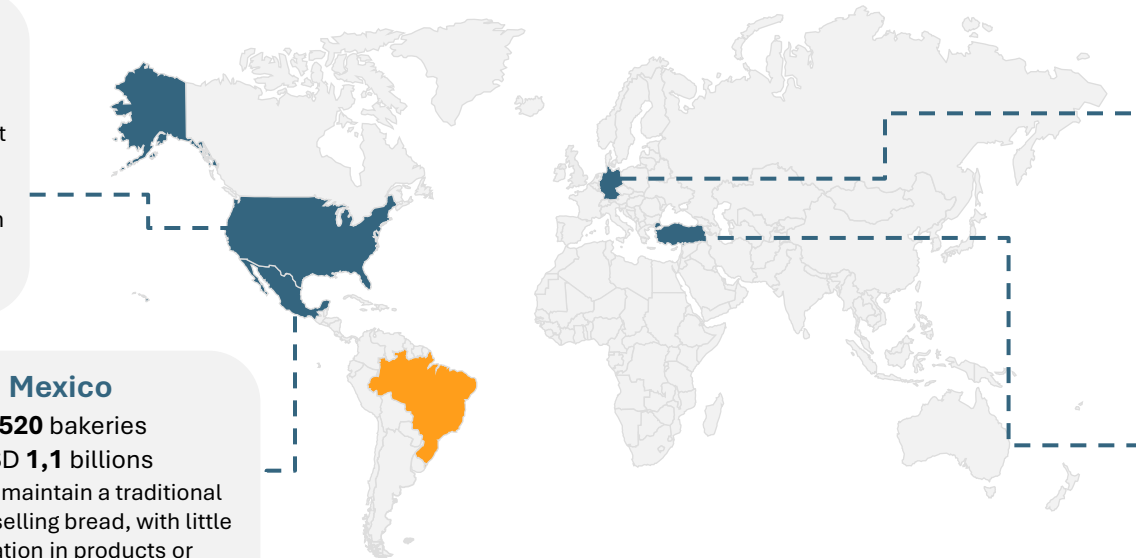
EXECUTIVE SUMMARY

Independent bakeries generate USD 44.3 billion worldwide, with more than 200,000 establishments.

USA

30.379 bakeries
USD **17,1** billions

In the US, the ready-to-eat meal culture favors the success of sandwich shops (Delis), which often combine snacks with markets.



Mexico

5.520 bakeries
USD **1,1** billions

Bakeries maintain a traditional focus on selling bread, with little innovation in products or consumption occasions, which is home-based and driven by cultural and economic factors.

Germany

1.193 bakeries
USD **350** millions

The bakery sector in Germany is strong due to its product diversity, presence in meals, and emphasis on quality, which helps it face competition from discounters.

Türkiye

1.207 bakeries
USD **239** millions

In Türkiye, bread is an essential food, with strong cultural and economic value — the average consumption per person in 2024 was 99.2 kg.

Brazil is the largest global market for independent bakeries in terms of the number of establishments.

The country stands out with **70,235** bakeries and a total revenue of **USD 5.12 billion**.

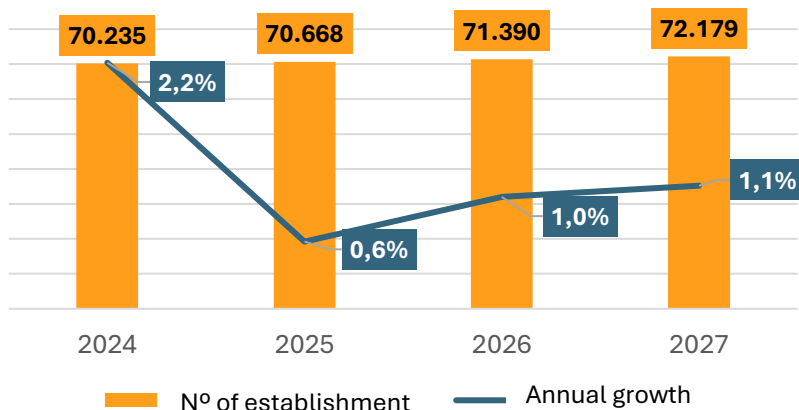
Independent bakeries in Brazil recorded **approximately 2.4 billion transactions in 2024**—10% of all foodservice purchases that year. Between 2021 and 2024, the sector experienced rapid growth, with a CAGR of 10.2%. From 2024 to 2027, projections indicate steadier growth, with an estimated CAGR of 4.3%, similar to that seen in pizzerias. The broader foodservice market employs around **5.6 million** people in Brazil, highlighting its economic and social significance.



The Brazilian bakery market is resilient and continues to show growth prospects.

The independent bakery sector represents 6.4% of the bars & restaurants GDP and is a mature, widely distributed market.

Number of Independent Bakeries in Brazil, 2024-2027



2,4 bilhões

Transactions 2024

R\$ 27,4 bilhões

Total Revenue 2024

- Revenue is expected to grow at a compound annual growth rate (CAGR) of 2.9% over the next three years, reaching BRL 31.1 billion by 2027.
- The number of transactions shows a CAGR of 1.0% in the same period. Average frequency of visits per adult to bakeries is projected to increase from 14 to 15 visits per year.

Source: Euromonitor International, 2025, Passport: Consumer Foodservice.

The Northeast is the second largest market in terms of the number of independent bakeries – but with potential to be explored

North

Total of bakeries: 4193

6,0%

Northeast

Total of bakeries: 13681

19,5%

Southeast

Total of bakeries: 32276

46,0%

Midwest

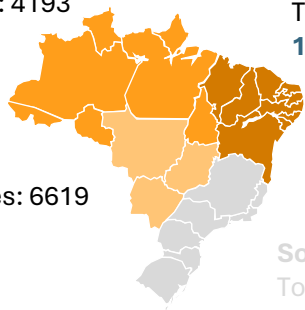
Total of bakeries: 6619

9,4%

South

Total of bakeries: 13466

19,2%



Region	Number of people per bakery
North	4139
Northeast	3995
Midwest	2461
Southeast	2629
South	2223
Total Brazil	3004

- In the **Northeast**, bakeries often operate as mini-markets, offering a wide variety of products and, in high-income areas, buffet-style services. The main challenge is informality within the sector, which makes workforce retention difficult.

Average ticket: BRL 38.70.

- In the **Midwest**, bakeries stand out for their convenience and the consumer preference for quick snacks. The main challenge is increasing the average ticket value, as bakeries face strong price competition from wholesale retailers.

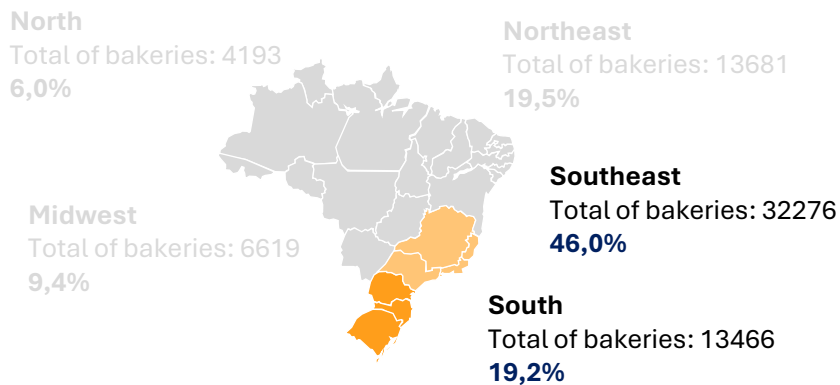
Average ticket: BRL 21.03.

- In the **North**, large bakeries offer meals in capital cities, while smaller ones operate more like convenience stores. The region has a low density of bakeries and faces logistical challenges in reaching remote towns.

Average ticket: BRL 27.00.

Source: Euromonitor International 2025, based on interviews with industry professionals and visits to bakeries in 11 cities across Brazil.

The South and Southeast are mature markets and need innovations to continue growing



Region	Number of people per bakery
North	4139
Northeast	3995
Midwest	2461
Southeast	2629
South	2223
Total Brazil	3004

- In the **Southeast**, the bakery market is increasingly concentrated in large chains, which are expanding even into peripheral areas. Neighborhood bakeries struggle to remain competitive and must diversify their offerings with buffets and meal options, as bread alone no longer sustains the business.

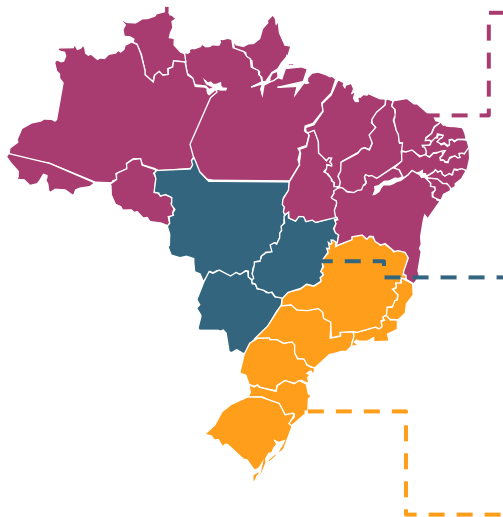
Average ticket: BRL 56.35.

- In the **South**, strong customer loyalty to traditional products makes innovation difficult, leading bakeries to invest instead in new consumption occasions, modern environments, and loyalty strategies.

Average ticket: BRL 40.50.

Fonte: Euromonitor International 2025, com base em entrevistas com o setor e visitas a padarias em 11 cidades do país.

Depending on the degree of maturity of each group of regions, different expansion strategies can be adopted



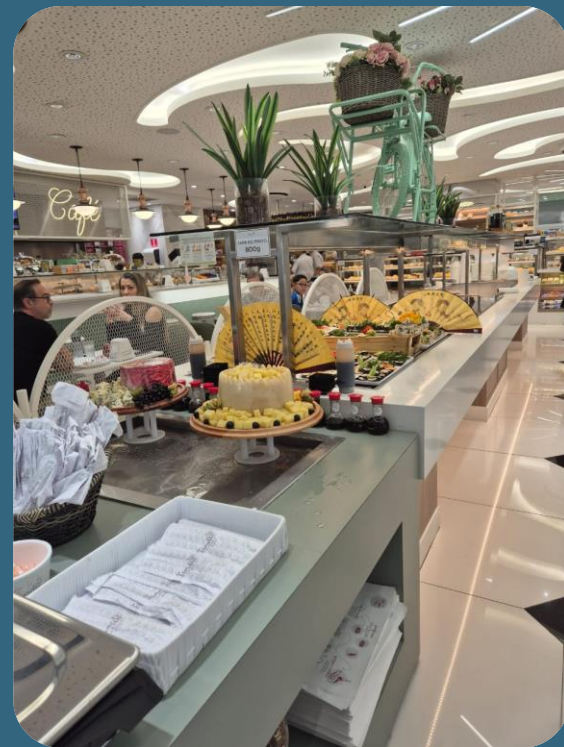
In the North and Northeast, independent bakeries stand out for their mini-markets, which attract customers and can increase the average ticket by creating combos with bakery items. While larger bakeries already offer a variety of meals, there is room to expand this offering in neighborhood bakeries, encouraging more visits. Furthermore, the high ratio of residents per bakery in these regions (above the national average) reveals potential for expansion in the number of establishments.

In the Central-West region, there's room to expand the meal offerings at bakeries, which encourage consumers to stay longer, increasing their average ticket. Inviting environments with social and work areas in cities like Goiânia and Brasília also help with retention. To compete with wholesale retailers, bakeries must position themselves as specialists, highlighting the superior quality of their products and adding value to the customer experience.

In the South and Southeast regions of Brazil, independent bakeries have growth potential by investing in unique experiences, such as Instagrammable environments and new consumption occasions, such as brunch and happy hour. The more mature and economically developed landscape of these regions allows for premium menus, with products inspired by international cuisine, organic, imported, seasonal ingredients, and natural fermentation.



Fiorella Bakery - São Paulo



Brazil and International Markets



Brazil is the largest market for independent bakeries in the world in terms of number of establishments, and the third largest in terms of revenue.

Number of independent bakeries

Ranking	Country
1	Brazil
2	USA
3	United Kingdom
4	Pakistan*
5	Greece

Revenue USD 2024

Ranking	Country
1	USA
2	United Kingdom
3	Brazil
4	China
5	Italy

Source: Euromonitor International, 2025, Passport: Consumer Foodservice. *Modeled data

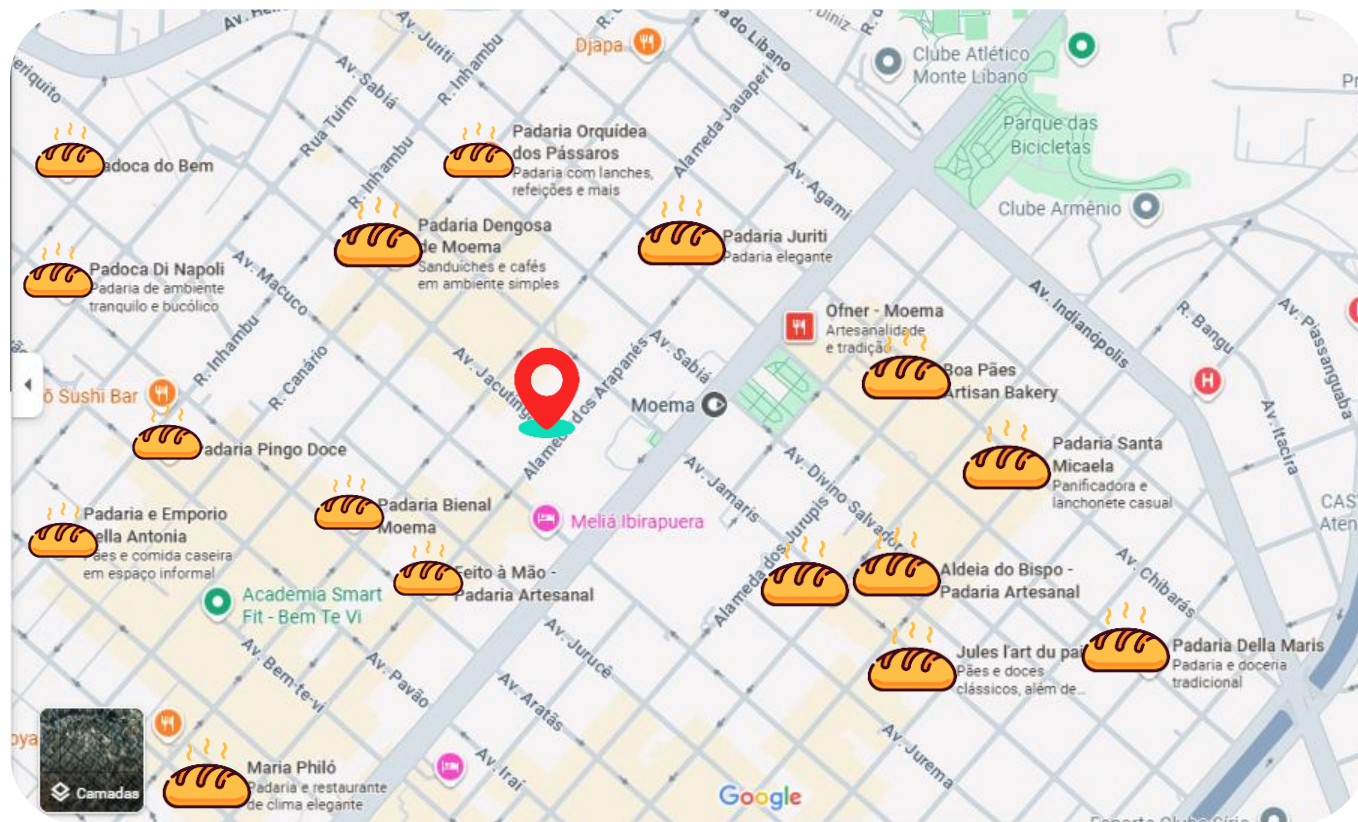
Brazil is the country with the largest number of bakeries, with 70,235 establishments and a turnover of 5.12 billion dollars.



**Cafés and establishments that sell bread without local consumption are not considered. These are independent bakeries that sell bread locally and for local consumption.*

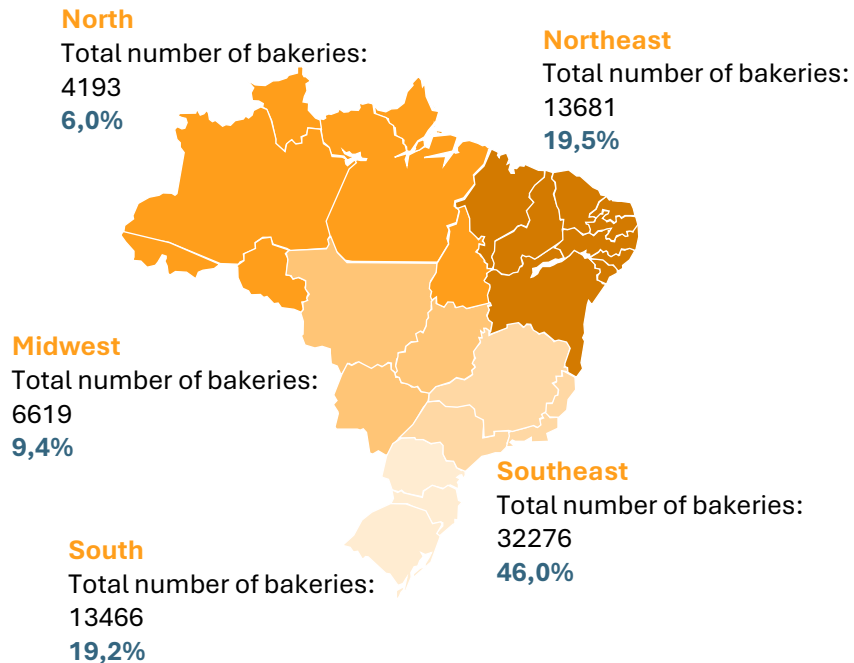
Source: Euromonitor International, 2025, Passport: Consumer Foodservice.

BRAZIL AND INTERNATIONAL MARKETS



The Independent Bakery Market in Brazil

The Southeast is the most important region for the bakery sector, followed by the Northeast and South

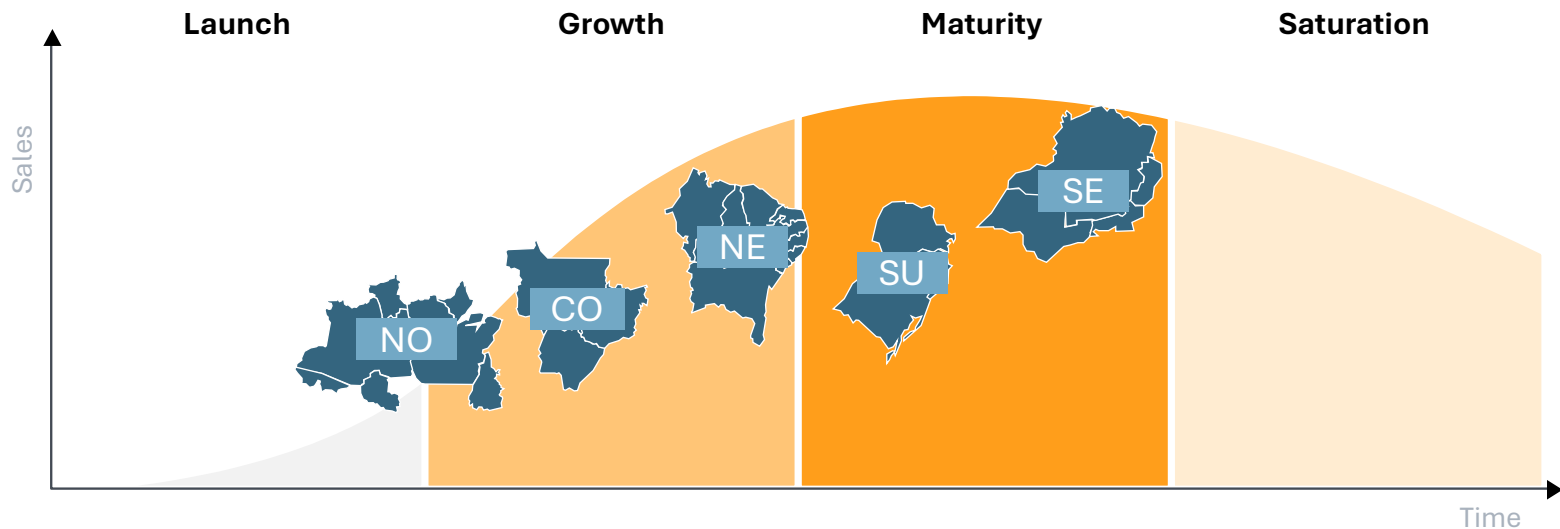


- The number of bakeries distributed across each region reflects socioeconomic data, such as population and GDP, in which the Southeast also stands out, accounting for 42% and 52% of Brazil's GDP, respectively.
- While Northeast population is twice of the South, the GDP of the two regions is similar, with the South slightly ahead.
- The Midwest and North regions have lower demographic concentrations and economic development, which is also reflected in the number of bakeries in both regions, which is small compared to the total for Brazil.
- Despite the differences, a key factor for the sector's development and its main pain point was identified in all regions: diversification of supply and workforce.

Source: Euromonitor International 2025, based on interviews with the sector and visits to bakeries in 11 cities across the country.

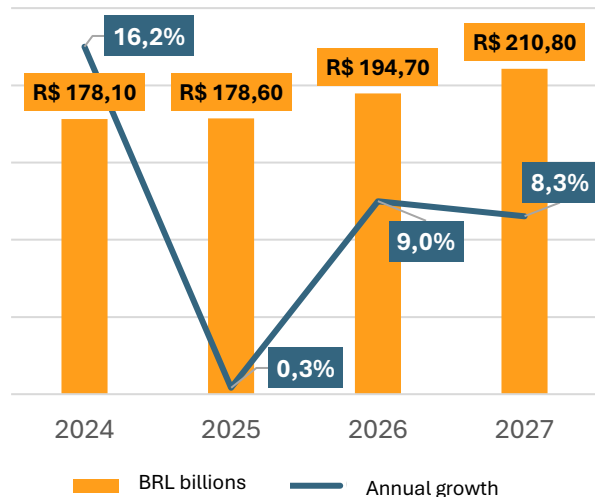
The South and Southeast are more mature markets, while the other regions have room for development.

The greater the market maturity, the greater the consumer's search for new experiences and innovation in competition for market share, while expanding markets have consumers in the discovery phase and competitors focused on growth as a whole.



The total bakery products market in Brazil is expected to reach 210 billion reais in the next three years.

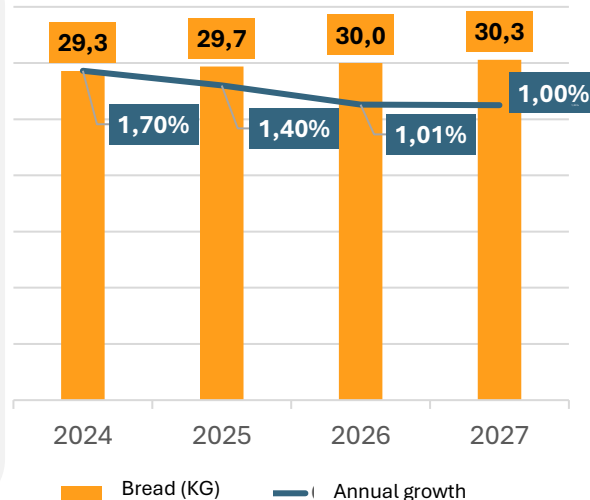
Baked Goods Industry Market in Brazil, 2024-2027



Total revenue
R\$ 178,1
 Billions Reais 2024

Total volume
7.612
 '000 tons 2024

The Independent Bakery Market in Brazil (kg), 2024-2027



Industrial Bread
855
 '000 tons 2024

Artesanal Bread
6.174
 '000 tons 2024

Source: Euromonitor International, 2025, Passport: Baked Goods.



Bakeries in the South see the market as stagnant and seek differentiation through new consumption occasions



The South region has the second-highest average ticket in Brazil, with top-selling items being (1) **French bread**, (2) **savory snacks**, and (3) **coffee**.

Average price per product in bakeries in the region



French bread

R\$ 19,56 (kg)



Espresso*

R\$ 6,61
(Small)



Grilled bread

R\$ 7,37
(one unit)

- Bakeries in the South are marked by strong customer loyalty to traditional products, which makes it difficult to introduce new items.
- As a result, they seek to increase added value by introducing new consumption occasions such as happy hour, premiumizing their offerings, and implementing customer loyalty strategies.
- Neighborhood bakeries face the biggest challenge — a lack of variety and of modern, inviting spaces makes it harder for them to stay relevant in the region.

Source: Euromonitor International 2025, based on industry interviews and bakery visits in 11 cities across Brazil. *When Espresso was not available, price refers to filtered coffee.

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We launched a new line of naturally leavened breads with organic ingredients, which has been very well received. We renovated our outdoor area to offer more comfort and invested in baking and pastry workshops for our customers, which has generated a lot of engagement.

- Porte Grande Bakery, Moinhos de Vento - Porto Alegre





In the Southeast, variety is a key factor for the growth of bakeries



Average price per product in bakeries in the region



French bread

R\$ 22,83 (kg)



Espresso*

R\$ 6,69
(Small)



Grilled bread

R\$ 6,76
(One unit)

- Bakeries in the Southeast are characterized by the growing concentration of the market in chains and large bakeries, which are encroaching on neighborhood bakeries even in peripheral areas.
- In São Paulo, a distinct universe is observed, where niche, high-value products and experiences like brunch are gaining increasing relevance.
- Bread, while still in demand, is no longer able to sustain the business alone, and bakeries need to incorporate buffets and other types of meals into their portfolios, which poses a challenge for the limited operations of neighborhood bakeries.

The Southeast region has the highest average ticket in the country, mainly valuing (1) **savory snacks**, (2) **coffee** and (3) **French bread**.

Source: Euromonitor International 2025, based on industry interviews and bakery visits in 11 cities across Brazil. *When Espresso was not available, price refers to filtered coffee.

“

I think it's a trend to have chain bakeries and franchises in Brazil, but traditional bakeries that manage to modernize to compete will remain.

- Large Bakery, Jardim Paulista - São Paulo





Bakeries in the Midwest are not seeing a drop in business, but in the average consumer ticket.



The Central-West region has the lowest average ticket in the country, mainly valuing (1) **savory snacks**, (2) **French bread** and (3) **sandwiches**.

Average price per product in bakeries in the region



French bread

R\$ 22,43 (kg)



Espresso*

R\$ 4,33
(Small)



Grilled bread

R\$ 4,80
(One unit)

- Bakeries in the Central-West region are characterized by convenience. As in the rest of Brazil, lunch is important, but it's the only region where sandwiches are among the top three most sought-after products, signaling a preference for quick snacks.
- Even in smaller bakeries located further from the city center, the store's ambiance is cited as a primary concern for owners, seeking to attract customers and increase their average ticket. Furthermore, price competition with wholesale retailers is one of the region's biggest challenges, with reports of bread being purchased from wholesale retailers and resold to small bakeries.

Source: Euromonitor International 2025, based on industry interviews and bakery visits in 11 cities across Brazil. *When Espresso was not available, price refers to filtered coffee.

“

The main difficulties are the costs that keep rising and some regional wholesalers that have bakeries with much lower prices.

- Small Bakery, Conjunto Santa Fé - Goiânia





In the Northeast, mini-markets are a trend in different bakery profiles



The Northeast region has an average ticket close to the total for Brazil, mainly valuing (1) **French bread**, (2) **savory snacks** and (3) **coffee**.

Average price per product in bakeries in the region



French bread

R\$ 21,41 (kg)



Espresso*

R\$ 4,32
(Small)



Grilled bread

R\$ 4,48
(One unit)

- In the Northeast, bakeries, regardless of location or consumer income profile, have the characteristics of mini-markets, offering a wide selection of products. In high-income regions, buffet services are also being added, including soups, pastas, and full lunches.
- Furthermore, tourist cities are incorporating a food service model similar to that of municipal markets, with the experimentation of regional products within bakeries.
- The region's main challenge lies in the informality of the sector, which primarily impacts workforce retention. Professionals, especially those in customer service, are often heading to large retailers in search of a structured operation.

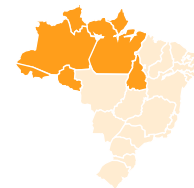
Source: Euromonitor International 2025, based on industry interviews and bakery visits in 11 cities across Brazil. *When Espresso was not available, price refers to filtered coffee.

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We always change the menu according to the seasons. We introduced Aluá [a fermented drink traditionally made with corn or pineapple and sweetened with brown sugar] for the June festivals, and since it was very well received, we'll sell it year-round, as long as there's demand.

- Medium-sized Bakery, Joaquim Távora - Fortaleza





Just like in the Northeast, in the North, mini-markets are the biggest trend within bakeries



The North region has the second lowest average ticket in the country, mainly valuing (1) **French bread**, (2) **savory snacks** and (3) **cakes**.

Average price per product in bakeries in the region



French bread

R\$ 17,79 (kg)



Espresso*

R\$ 5,89
(Small)



Grilled bread

R\$ 4,85
(one unit)

- Meals are primarily served in large bakeries in the region's largest cities, such as Manaus and Belém. Smaller, neighborhood bakeries typically offer only mini-market products, with a convenience store-like assortment, sometimes offering electronics and even produce.
- The North still has a less developed sector in terms of establishments, with an average of one bakery for every 4,500 people, while the Brazilian average is around one bakery for every 3,000 people. Furthermore, there are significant logistical barriers to reaching cities far from the capitals, which are often accessible only by boat.

Source: Euromonitor International 2025, based on industry interviews and bakery visits in 11 cities across Brazil. *When Espresso was not available, price refers to filtered coffee.

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The busiest times start at 5 p.m.,
when many people visit the bakery
after work to take home supplies.

- Medium-sized Bakery, Umarizal - Belém



The Current Bakery Landscape

The bakery scene in Brazil is approaching total foodservice.

- Foodservice is going through a challenging time in Brazil, being deprioritized in consumer budgets even with positive economic indicators.
- From small neighborhood bakeries to large chain bakeries, the quest to attract consumers at different times of the day has led to the offering of buffets, mini-markets, and the addition of other services.
- According to the interviews conducted, 87% of what is sold is produced in the bakeries themselves, indicating a gradual increase, particularly in frozen bread, ready-mixes, and the sale of processed products such as chocolates and beverages.

But for him [the bakery owner], it's unviable because he was always running out of bread and savory snacks in his bakery. So, he added frozen bread and now he has warm bread all the time. It's not the same quality, he says, but he gets the bread on time.

”

- Mill, NE



Savory snacks and breads are the most sought-after products in bakeries in all regions.

- Even though interviewees don't consider French bread to be the breadwinner's bread, it remains one of the main products sold in the Brazilian market, with an average price per kilo of R\$20.80.
- Savory snacks, especially cheese bread, coxinha, and croissants, are becoming more important than French bread, reflecting the trend toward convenience and the search for quick, ready-to-eat snacks.
- Buffets, sandwiches, prepared dishes, pastries, and other meal options are mentioned in approximately one-third of the interviews, indicating the success of introducing this type of consumption occasion into bakeries in Brazil.

We have this very varied menu—we have conventional items (pepperoni with cream cheese, pepperoni, four cheeses, chicken with catupiry), but also very different products. [...] We've had this approach since the beginning, and that's what made it successful, breaking the culture of only wanting the same thing from here and experimenting. We always offer tastings so customers can try it.

- Large Bakery, Aldeota - Fortaleza



Snacks, French bread e coffee

These are the main products sold

Ranking	Product
1	Snacks
2	French bread
3	Coffee
4	Sandwich
5	Cake

Pains and Challenges

Despite regional differences, some pains and challenges are similar across Brazil.



Labor

Few options.

Poor quality.

Less productivity and
production technology.



Prices of Ingredients

Inflation

Logistics costs

No pass-through to
customers



Competition

Mini markets

Rise of Wholesales

Market Chains



Professionals

Rise of Informal Market

Poor quality of new
business

Labor shortage is the main pain point for the bakery sector

- Regarding skilled labor, there is a decline in demand among younger generations for courses focused on baking, and there is a greater demand for other types of careers, such as those related to technology.
- In the general services sector, workforce retention is a worsening problem. As shown by the IBGE (Brazilian Institute of Geography and Statistics), the average employment time in the food services sector changes from 14.5 months in 2022 to 13.6 months in 2023 and 13.0 months in 2024, and the average income of professionals in the sector varies below the rate of inflation.
- The food sector employs approximately 5.6 million people in Brazil, with 1.3 million new hires in 2024 alone. However, it is estimated that there are 140,000 job openings in the bakery sector alone.

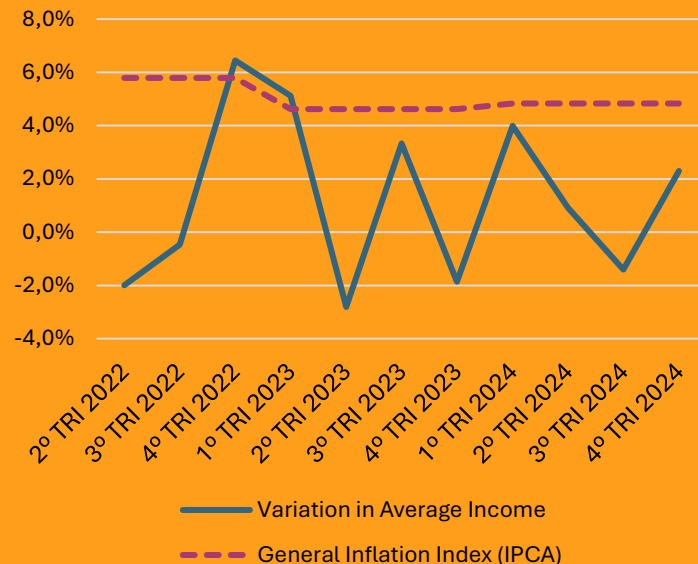
The lack of skilled labor is the main challenge.

Not only skilled labor, but we also have high employee turnover, with an average of 8 to 9 months of service.

- Medium-sized Bakery, Jardim Presidente - Goiânia

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Quarterly variation in average labor income in the Accommodation and Food activity group (R\$)



Source: Continuous National Household Sample Survey - SIDRA IBGE. Broad National Consumer Price Index 15 - IBGE.

The price of inputs puts pressure on bakery margins

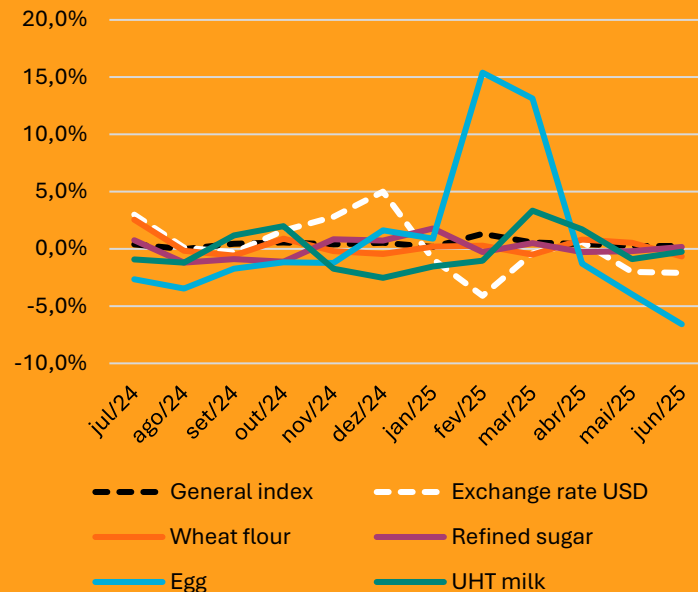
- Over the past 12 months, there has been significant variation in the prices of the most commonly used food ingredients in baking. For example, 30 dozen eggs (360 eggs) in São Paulo, widely used in commercial establishments, has already varied in 2025 from R\$151.62 in January to R\$220.12 in February, a 45% increase in just one month.
- Bakeries report that they prefer not to pass these prices on to consumers, fearing loss of customers. Thus, they end up absorbing this fluctuation in monthly costs and facing pressure on their margins.

Maintaining affordable prices with rising input costs is our biggest challenge.

- Medium-sized Bakery, Serra – Belo Horizonte

”

Monthly variation of the Broad Consumer Price Index



Source: IBGE – Índice Nacional de Preços ao Consumidor Amplo. CEPEA (Esalq-USP).

Informality is one of the barriers to growth in the sector

- Without formal registration, the bakery sector faces difficulties accessing credit lines and establishing commercial partnerships with suppliers. This also limits its expansion into different sales channels, such as online, and its ability to retain workforce in the face of the expansion of large retailers in Brazil's interior, for example. Furthermore, informality compromises the professionalization of management, which also hinders the business's potential for growth and innovation.

”

To give you an idea of the scale of the problem, there's a city I serve that has 14 bakeries, and of these, only 2 are formal bakeries. These businesses don't want to enter the formal market because of the tax burden, the loss of government aid, the increased oversight, etc.

- Flour Supplier, Pará

Informal bakeries São Sebastião da Boa Vista - Pará



Foodservice Trends

Foodservice trends could impact the bakery sector



Network expansion

Chains are expected to continue expanding their stores and revenue, while independent foodservice businesses are experiencing more moderate growth. This movement brings Brazil closer to more developed markets, driven by strategies such as promotions and loyalty via apps.

The same movement is occurring in the bakery sector, with chains and large bakeries growing rapidly.



“Eatertainment”

In-store dining is expected to gain prominence in the coming years, while delivery tends to stabilize after the peak of the pandemic. Consumers are seeking more complete experiences when visiting establishments, combining physical and digital elements.

Creating an attractive environment is also essential for the success of bakeries.



Sustainability

Sustainability will increasingly gain ground in foodservice, with a special focus on reducing waste. Consumers are more aware of the environmental impact of their choices, putting pressure on brands to adopt more responsible and transparent practices.

The bakery industry is one of the most affected by waste; sustainable initiatives can help it grow.

“Aggressive” campaigns by large foodservice chains, with discounts and low-price combos

- In the foodservice sector as a whole, in 2024, chains accounted for 3% of the number of stores and 10% of revenue, demonstrating the significant importance of independent establishments in Brazil—compared to the global average of 9% of stores and 35% of revenue.
- Post-pandemic, chains found it easier to reestablish themselves quickly, while independents needed more time to recover from the impacts, some of which are still present.
- The trend is for chains to continue expanding, with a CAGR of 1.7% in store numbers and 5.7% in revenue from 2024 to 2027, while independent foodservice is expected to grow 0.7% in store numbers and 4.1% in revenue. Thus, Brazil is gradually approaching global levels and those of countries where the sector is more developed. This type of aggressive promotion and loyalty strategy through apps, as seen at McDonald's and Burger King, helps this movement.

How does this impact bakeries?

In a market characterized by independent establishments, large fast-food chains threaten not only their direct competitors, but foodservice as a whole, winning over consumers looking for indulgent and convenient meals.



Source: Euromonitor, 2025, Passport: Consumer Foodservice.

The foodservice experience is gaining relevance and consumers are looking for more than just “eating out”

- In-store dining is expected to gain prominence in the coming years, while delivery tends to stabilize after the pandemic boom. Consumers are increasingly valuing experiences when visiting foodservice establishments, blending the virtual and physical worlds. This can include gamification, exclusive events, customer engagement in innovation processes, and the creation of communities where people share common interests.
- This concept of "eatertainment," which combines food and entertainment in a single experience, is gaining traction in Brazil, with restaurants like the SpongeBob SquarePants restaurant in São Paulo, which transports consumers to the cartoon. There were two-hour lines during its opening weeks.
- In addition, automated service is gaining ground in many large foodservice chains, such as Spoleto, seeking to offer a faster and more convenient experience for consumers.

How does this impact bakeries?

Creating an attractive environment for consumers is essential for them to stay longer in the establishment and, consequently, be able to consume more products and increase their average ticket, a pain point for many bakeries in Brazil.



Source: Euromonitor, 2025, Passport: Consumer Foodservice.

Sustainability will be a priority, especially in reducing waste

- Consumers are increasingly seeking to contribute to sustainability initiatives. According to the Lifestyles Consumer Survey, conducted by Euromonitor in 2025, 13.5% of Brazilian consumers are willing to pay more for food at an "environmentally conscious or eco-friendly" establishment, while 17.9% would pay more for "sustainably produced or raised" products.
- Partners who support this sustainability movement can help not only reduce waste but also maximize revenue.

How does this impact bakeries?

Examples like Padóca in Brasília, recognized as Brazil's first Zero Waste bakery, serve as inspiration for the bakery industry. Padóca composts organic waste, replaces plastic bags with recyclables and glass, uses QR codes on its menus, and prioritizes suppliers with sustainable practices.



Source: Euromonitor, 2025, Passport: Consumer Foodservice. Euromonitor Lifestyles Consumer Survey, 2025.

Opportunities

Each region presents a different scenario for the bakery sector,

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The South and Southeast are mature markets, open to

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contact: alexandre@sevenbr.com.br

The bakery scene is fragmented, diverse and resilient in the face of the sector's challenges.

1. + **Convenience**, meals, snacks, with a variety of products and preparations, but without neglecting the role of bread in Brazilians' daily lives.
2. Traffic stability after the pandemic and not feeling the drop in consumption
3. Difficulty increasing the average ticket.
4. Workforce retention and training is a GENERAL challenge, as is the rising cost of production inputs, which contributes to the growing importance of the **frozen products and ready-mixed market**.
5. There is space for development in the country in terms of value-added. From innovation and premiumization in regions such as the South and Southeast, to the development of new consumption occasions and the consolidation of mini-markets in the North and Northeast, Brazil presents a diverse environment of opportunities.
6. **Technology** integration should be increasingly present within the foodservice sector in Brazil.



The solution was the FIPAN platform to provide everyone in the market with answers to their problems.

FIPAN 
21 - 24 July | 2026

FIPAN

21 - 24 July **2026**

In 2026, Brazil will host the world's largest trade show, beginning a cycle of global partnerships with bakery and other shows. Focusing on the next edition in:

INDUSTRIAL BAKING



**Industry +
Tecnology**



Main Trade shows in the world:

2026

FIPAN

2027



+

FIPAN

2028



+

FIPAN



THE **BIGGEST** TRADE FAIR IN LATIN AMERICA!

At **FIPAN**, the top suppliers in the industry present their new releases and innovations. It's an indispensable event for owners, directors and managers in the field.

AROUND
59.000
QUALIFIED
VISITORS



800
BRANDS



410
EXHIBITORS



3
PAVILIONS





FIPAN

21 - 24 July | **2026**

PREDICTED NUMBERS:



59.000 professional visitors



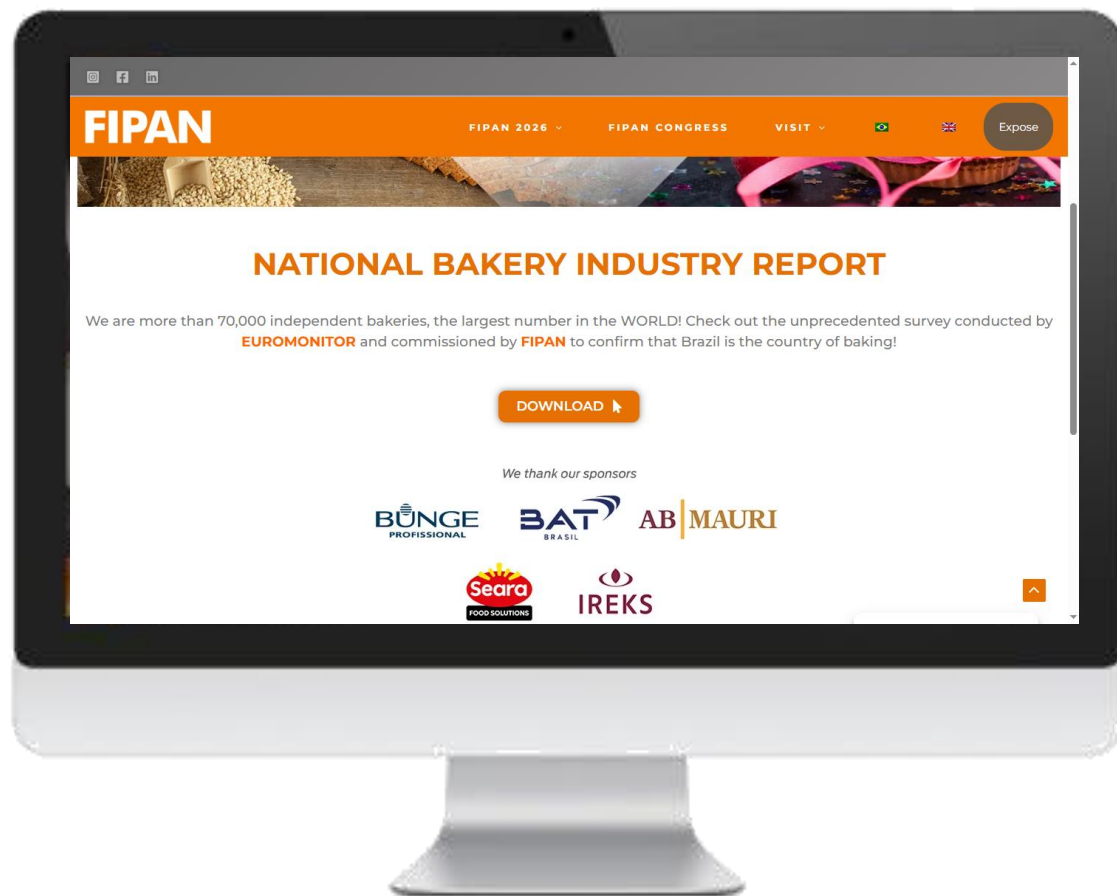
More than
450 exhibitors



1.800 brands



INDUSTRIAL focus



Brazil and Bakery Industry

