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INFORMAÇÕES DE MERCADO

معلومات السوق

MARKET INFORMATION

Brazil

Food Sector

Câmara de Comércio Árabe Brasileira

الغرفة التجارية العربية البرازيلية

ArabBrazilian Chamber of Commerce

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Summary

General Context

The sector has consolidated itself as a dynamic sector in the local economy not only due to natural conditions but also to the level of specialized labor used in the field and the development of state-of-the-art technology in tropical agriculture and livestock management techniques.

Brazilian Food Market Potentialities

In recent years, Brazilian internal market, stimulated by the increasing income per capita, economic stability, a public program of income transference and, among other factors, the possibility to obtain credit with more facility, have grown, putting, mainly those persons and families that were excluded from a constant and adequate consumption, in a new level of contribution to the increase of a robust internal market. Having a strong Arab influence in its eating habits, especially on dishes and ingredients originally from Lebanon and Syria, the Brazilian market for Arab products has a promising potential. If considered both immigrants and its descendants, the market for such products represents a minimum of 12 million people, excluded other Brazilian populations that also appreciate the Arab cuisine.

International Trade

Brazilian Imports

January - December

Group of products: Food Sector — Arab Brazilian Chamber of Commerce

Source: SECEX (May/2010) — Market Development Department

		Amount in millions of US$ FOB		Share %		Growth %
Rank	**Countries | Groups**	**2008**	**2009**	**2008**	**2009**	**2008/2009**
	World Total	173.196,63	127.647,33	100,00	100,00	-26,30
	World	7.872,27	7.040,28	4,55	5,52	-10,57
1	ARGENTINA	3.145,11	2.492,60	39,95	35,41	-20,75
2	URUGUAY	527,14	801,19	6,70	11,38	51,99
3	PARAGUAY	460,06	457,67	5,84	6,50	-0,52
4	CHILE	359,70	424,28	4,57	6,03	17,96
5	UNITED STATES OF AMERICA	599,65	318,92	7,62	4,53	-46,82
23	Arab Countries	30,49	38,42	0,39	0,55	26,00
	Other countries except selection	2.750,12	2.507,20	35,07	35,81	-8,83

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Brazilian Imports

		January - December					
Detail: World							Arab Brazilian Chamber of Commerce
Source: SECEX (May/2010)							Market Development Department
			Amount in millions of US$ FOB		**Share %**		**Growth %**
Rank	**HS**	**Query Products**	**2008**	**2009**	**2008**	**2009**	**2008/2009**
		World Total	173.196,63	127.647,33	100,00	100,00	-26,30
		Other products except selection	1.292,53	1.268,93	16,42	18,02	-1,83
		Food Sector	7.872,27	7.040,28	100,00	100,00	-10,57
1	10	CEREALS	2.367,50	1.768,26	30,07	25,12	-25,31
2	11	MILLING;MALT;STARCH	847,09	769,56	10,76	10,93	-9,15
3	03	FISH AND SEAFOOD	658,25	688,58	8,36	9,78	4,61
4	15	FATS AND OILS	743,28	599,28	9,44	8,51	-19,37
5	08	EDIBLE FRUIT AND NUTS	403,82	423,86	5,13	6,02	4,96
6	22	BEVERAGES	322,33	344,09	4,10	4,89	6,75
7	20	PRESERVED FOOD	330,10	323,29	4,19	4,59	-2,06
8	07	VEGETABLES	460,03	307,03	5,84	4,36	-33,26
9	18	COCOA	215,75	274,18	2,74	3,90	27,09
10	04	DAIRY,EGGS,HONEY,ETC	231,59	273,20	2,94	3,88	17,97

Brazilian Imports

	January - December					
Group of products: Food Sector						Arab Brazilian Chamber of Commerce
Source: SECEX (May/2010)						Market Development Department
		Amount in millions of US$ FOB		**Share %**		**Growth %**
Rank	**Countries | Groups**	**2008**	**2009**	**2008**	**2009**	**2008/2009**
	World Total	173.196,63	127.647,33	100,00	100,00	-26,30
	World	7.872,27	7.040,28	4,55	5,52	-10,57
	Arab Countries	30,49	38,42	0,39	0,55	26,00
	Other countries except query	7.841,77	7.001,86	99,61	99,45	-10,71
1	MOROCCO	22,67	30,84	74,37	80,28	36,01
2	SYRIA	3,20	3,18	10,50	8,27	-0,73
3	EGYPT	1,69	2,62	5,56	6,81	54,50
4	TUNISIA	1,34	1,09	4,41	2,83	-19,03
5	LEBANON	0,69	0,50	2,27	1,30	-28,00
6	UNITED ARAB EMIRATES	0,76	0,12	2,49	0,30	-84,60
7	SUDAN	0,09	0,04	0,29	0,12	-48,48
8	JORDAN	0,03	0,03	0,10	0,09	13,98

Brazilian Imports

		January - December					
Group of countries: Arab Countries							Arab Brazilian Chamber of Commerce
Source: SECEX (May/2010)							Market Development Department
			Amount in millions of US$ FOB		**Share %**		**Growth %**
Rank	**HS**	**Query Products**	**2008**	**2009**	**2008**	**2009**	**2008/2009**
		World Total	173.196,63	127.647,33	100,00	100,00	-26,30
		World	7.872,27	7.040,28	4,55	5,52	-10,57
		Arab Countries	10.473,29	5.220,48	6,05	4,09	-50,15
		Other products except selection	0,25	0,16	0,83	0,42	-36,22
		Alimentos	30,49	38,42	0,29	0,74	26,00
		Other products except query	10.442,80	5.182,06	99,71	99,26	-50,38
1	03	FISH AND SEAFOOD	21,35	28,77	70,02	74,89	34,76
2	09	SPICES,COFFEE AND TEA	3,50	3,96	11,49	10,31	13,03
3	07	VEGETABLES	1,90	1,75	6,22	4,55	-7,90
4	12	MISC GRAIN,SEED,FRUIT	0,78	1,23	2,55	3,20	58,40
5	08	EDIBLE FRUIT AND NUTS	1,08	1,04	3,55	2,70	-3,96
6	20	PRESERVED FOOD	0,64	0,72	2,11	1,88	12,11
7	15	FATS AND OILS	0,67	0,31	2,20	0,81	-53,80
8	24	TOBACCO	0,21	0,21	0,68	0,54	0,55
9	13	LAC;VEGETABL SAP,EXTRCT	0,05	0,20	0,16	0,53	329,76
10	19	BAKING RELATED	0,06	0,07	0,20	0,18	12,37

Opportunities

There is a scenario of good perspectives for foreign suppliers of food products and some agriculture as well. As from the Arab Countries, Brazil may be an interesting market for spices, tea, fish, seafood among other products like:

Fertilizers
By far the most potential items in the agri-food sector for exporting to Brazil. The great agriculture and food demand local and internationally require significant amounts of fertilizers.

- ✓ **Olive Oil**

Olive oil enjoyed increased sales because it is considered a healthy dressing. The product has gained shelf space in medium-sized and large retailers, and importers are investing in product sampling and promotions at points of sale. In large cities such as São Paulo, the specialist stores offering olive oil, such as L'Occitane and Olivier & Co, are growing. Olive oil consumption increases mostly due to a larger offering of extra-virgin varieties and sophisticated packaging, such as glass. Importers should probably introduce more premium olive oil products and conduct taste-testing among potential consumers in Southeast Brazil, especially São Paulo, where income level per capita is higher. Due to the great tradition of importing olive oil from Portugal and Spain, the Arab products need marketing. Information campaigns, approach to importers and participation in key events may be important initial marketing tools. Quality and sophistication may be good appeals for the market.

- ✓ **Canned Food**

There is a great variety of canned food and even drinks which may find market niches in Brazil. Having an Arab population of approximately 12 million inhabitants, typical Arab canned food may succeed in the market.

- **Dates**

As for the nuts and fruits such as dates, the Brazilian population mainly consumes them at holidays in which food becomes the opportunity for a family reunion or a community gathering. These occasions are usually celebrated at midyear during Easter and mainly at the end of the year, during Christmas and New Year.

Further information:

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