



# Drinking Milk Products in Brazil

December 2025

Table of Contents

## Drinking Milk Products in Brazil - Category analysis

### KEY DATA FINDINGS

#### 2025 DEVELOPMENTS

Sales of drinking milk products pushed by controlled prices and health and wellness trends  
Lactalis delivers dynamic growth thanks to ongoing investments in marketing and innovation  
Small local grocers still lead sales despite losing share

#### PROSPECTS AND OPPORTUNITIES

Controlled inflation and local production expected to drive category growth  
The category's alignment with current health and wellness trends will be key to growth  
Logistical improvements needed for cold chain storage

#### CATEGORY DATA

Table 1 - Sales of Drinking Milk Products by Category: Volume 2020-2025  
Table 2 - Sales of Drinking Milk Products by Category: Value 2020-2025  
Table 3 - Sales of Drinking Milk Products by Category: % Volume Growth 2020-2025  
Table 4 - Sales of Drinking Milk Products by Category: % Value Growth 2020-2025  
Table 5 - NBO Company Shares of Drinking Milk Products: % Value 2021-2025  
Table 6 - LBN Brand Shares of Drinking Milk Products: % Value 2022-2025  
Table 7 - Distribution of Drinking Milk Products by Format: % Value 2020-2025  
Table 8 - Forecast Sales of Drinking Milk Products by Category: Volume 2025-2030  
Table 9 - Forecast Sales of Drinking Milk Products by Category: Value 2025-2030  
Table 10 - Forecast Sales of Drinking Milk Products by Category: % Volume Growth 2025-2030  
Table 11 - Forecast Sales of Drinking Milk Products by Category: % Value Growth 2025-2030

## Dairy Products and Alternatives in Brazil - Industry Overview

### EXECUTIVE SUMMARY

Dairy products and alternatives in 2025: The big picture  
Key trends in 2025  
Competitive Landscape  
Channel developments  
What next for dairy products and alternatives?

#### MARKET DATA

Table 12 - Sales of Dairy Products and Alternatives by Category: Value 2020-2025  
Table 13 - Sales of Dairy Products and Alternatives by Category: % Value Growth 2020-2025  
Table 14 - NBO Company Shares of Dairy Products and Alternatives: % Value 2021-2025  
Table 15 - LBN Brand Shares of Dairy Products and Alternatives: % Value 2022-2025  
Table 16 - Penetration of Private Label by Category: % Value 2020-2025  
Table 17 - Distribution of Dairy Products and Alternatives by Format: % Value 2020-2025  
Table 18 - Forecast Sales of Dairy Products and Alternatives by Category: Value 2025-2030  
Table 19 - Forecast Sales of Dairy Products and Alternatives by Category: % Value Growth 2025-2030

#### DISCLAIMER

#### SOURCES

Summary 1 - Research Sources

## About Euromonitor International

Euromonitor International is an independent market intelligence provider. Data, insight and analysis stem from in-the-field research

spanning 210 national markets.

Content ranges from the in-depth and country-specific, to key strategic themes with a global range and significance. Products cover a comprehensive range of insights and market data, but can be broadly categorised as:

- **Strategy Briefings:** Global or regional in scope, and focussing on the most important themes shaping consumer demand, the key markets, competitive environment and future outlook across a range of industries.
- **Company Profiles:** Analysis dedicated to the world's most significant companies, with detailed insight into their activities, focus of operations, their competitors, their geographic presence and performance.
- **Country Reports:** For an in-depth understanding of specific countries, whether by industry, economic metrics or consumer trends and lifestyles. These reports cover current trends, consumer demand, market potential and future prospects, with country-specific local insight and comprehensive data, unavailable elsewhere.

For more information on this report, further enquiries can be directed via this link [www.euromonitor.com/drinking-milk-products-in-brazil/report](http://www.euromonitor.com/drinking-milk-products-in-brazil/report).