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Brazil

Exporter Guide

2018

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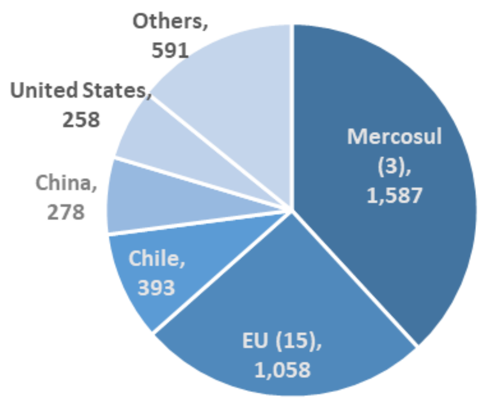
Report Highlights:
Following several years of economic and political upheaval, Brazil closed out 2018 on a more even footing. The economy is projected to grow 1.4 percent this year before picking up pace in 2019, and the exchange rate is expected to settle into a stable range. In 2017, imports of consumer-oriented products and intermediate goods were up year-on-year and valued at $4.2 billion and $2.7 billion respectively. The consumer-oriented category, exports from the United States to Brazil rose by 7.6 percent. The market expects to register a slight increase in trade volume year-on-year. With Brazil's positive economic outlook heading into 2019 the ATO believes that U.S. exports will find good sales potential in Brazil.

Executive Summary

Brazil is an upper middle-income country of continental proportions. In 2017, Brazil emerged from a deep recession, with $2 trillion GDP, registering a one percent increase, positioning the country as the eighth largest economy in the world. Economists forecast 2018 GDP growth at 1.4 percent, and 2019 growth at 2.3 percent. Household consumption spending is expected to accelerate, driven by a decrease in the unemployment rate and low inflation levels. The new president took office in January 2019, and fiscal adjustments are expected. The success of liberal economic reforms will be key to the future performance of the economy. In 2017, imports of consumer-oriented products reached $4.2 billion, a 1.6 percent increase compared to the previous year. In this period, exports from the United States to Brazil rose by 7.6 percent, which elevated U.S. market share to 6.2 percent.

Imports of Consumer-Oriented Products (US$ million)



Source: Global Trade Atlas/Brazilian Foreign Trade Secretariat (SECEX); Note: Mercosul (3): Argentina, Uruguay and Paraguay; EU (15): Germany, Austria, Belgium, Spain, Denmark, Finland, France, Greece, Ireland, Italy, Luxembourg, Netherlands, Portugal, United Kingdom and Sweden.

Food Processing Industry

In 2017, the food processing industry was valued at $198 billion. Food sales represent 81 percent of that total and beverages account for the remaining 19 percent. The most relevant processing segments in Brazil are: meat, beverages, dairy, tea, coffee, cereals, oils and fats, sugar, snacks, ice creams, condiments, yeast, wheat products, processed fruits and vegetables, dehydrated and frozen products, chocolate, candies, and fish.

Food Retail Industry

The Brazilian retail industry was valued at US $109 billion in 2017. The retail sector aggregated 89,368 stores, expanding both in total area and in number of stores. From 2014-2017, the cash & carry format expanded, as consumers adapted purchase patterns in the wake of the economic crisis. The number of neighborhood stores also rose, as major players continued to invest in this business model in response to consumer preference for convenience.

Quick Facts CY 2017

Imports of Consumer-Oriented Products: US$4.2 billion

Top 10 Growth Ag Products in Brazil in 2017

1. Wheat Flour	6. Protein Concentrates
2. Edible fats & Oil	7. Yeasts
3. Soybean Oil & Fractions	8. Malt, Not Roasted
4. Enzymes	9. Palm Oil
5. Mixtures of Odoriferous Substances	10. Vegetable seeds

Source: SECEX

Food Industry by the Numbers (US$ Billion) in 2017

Food industry Output	198.0
Food Exports	38.3
Food Imports	5.3
Inventory	-8
Domestic Market	155.2
Retail	104.4
Food Service	50.8

Source: ABIA

Top 10 Retailers in 2017

1. Carrefour	6. SDB Comercio de Ali
2. Grupo Pao de Acucar	7. Supermercados BH
3. Walmart Brasil	8. Companhia Zaffari
4. Cencosud Brasil	9. Sonda Supermercados
5. Irmaos Muffato	10. DMA Distribuidora

Source: ABRAS

GDP/Population

Population (million): 207.6
GDP (US$ billion): 2,037
GDP per capita (US$): 9,749

Source: IBG

Strengths/Weakness – Opportunities/Challenges

Strengths	Weakness
U.S. suppliers are able to respond to market demands, regardless of the segment.	Brazilian importers tend to buy small quantities to test the market. U.S. companies are usually not willing to operate with small volumes.
U.S. suppliers are willing to maximize sales opportunities and are inclined to work with different partners.	Exclusive contract is a common demand for Brazilian companies.
Opportunities	**Challenges**
Food processing industry demands gains in efficiency and innovation.	Sluggish economy continues to hamper buying power.
Importers of high-value products are constantly searching for unique items.	Stiff competition in the premium food and beverage category, where the EU brands command consumer preferences.

Section I. Market Overview

Capping several years of economic and political upheaval, 2018 marked the most radical political change in Brazil's modern, democratic history. Following a highly polarized campaign, far-right candidate Jair Bolsonaro secured a victory and was sworn in as President on January 1, 2019.

The new president embraces dichotomies; while he exalts the country's military dictatorial period, he campaigned on the promise of sorely needed liberal economic reform. Paulo Guedes, a University of Chicago trained economist who founded a private equity firm and a liberal economic think tank, will have a major role in Bolsonaro's administration, leading the so-called super Finance Ministry, created via a merger of the finance, planning, and trade ministries.

The incoming administration set out ambitious reform plans, pledging to overhaul the pension system, accelerate privatization, revamp the tax code, and reinvigorate trade agreements to stimulate the economy. Changes are also expected in Brazil's foreign policy, with Bolsonaro pushing to realign Brazil with advanced economies, and in particular, calling for strengthening the relationship with the United States. The market has responded well to the liberal agenda, though investors – like everyone else – are in a wait-and-see mode. At this point few details have been released as to how exactly the administration plans to achieve this transformation. Any substantial, systematic changes will require approval from Congress, a complex task given all the interests and contradictions involved.

The headline economic forecast is positive, markets expect the GDP to grow 1.4 percent in 2018 and 2.3 percent in 2019. Meanwhile, inflation is under control, the labor market is improving, and credit expansion is on the upward trajectory. In 2017, Brazil emerged from a deep, three-year economic recession. The uncertain environment caused the Brazilian Real to depreciate sharply. In 2014, the Real stood at R$2.35 to US$1, falling by 2017 to R$3.24 to US$1, before nosediving below R$4 to US$1 in September 2018. Despite the volatile exchange rate in 2018, importers were able to maintain inflows of agricultural goods above expected levels. According to U.S. Agricultural Trade Office (ATO) contacts, traders are expecting imports to show a more significant rebound in 2019 as the exchange rate stabilizes.

In 2017, Brazil's imports of agricultural goods stood at $9.7 billion, a 3.8 percent decrease as compared to the previous year. From January to November 2018, imports registered a marginal increase of 0.4 percent, as compared to the same period in 2017. During the same period, exports from the United States to Brazil decreased 5.8 percent however, the United States position in the rank of agricultural product suppliers to Brazil went up from third to second place, only behind Argentina.

II. Exporter Business Tips

A. Market Research

First, U.S. exporters must determine if their product has access to the Brazilian market. The ATO is the primary contact to clarify this issue. In addition, the ATO maintains direct contact with the major players, can make introductions and facilitate market entry. U.S. companies can test the market through ATO marketing activities and benefit from its market intelligence services. Companies should also consider various activities developed by the State Regional Trade Groups

(SRTGs) and trade associations. The ATO also recommends that U.S. exporters develop direct dialogues with potential buyers as they are best equipped to discuss key topics such as product feasibility, market size, prices, distribution, and marketing tools.

B. Local Business Customs and Trends
U.S. exporters should consider that when an imported product reaches the Brazilian market it will most likely fit in the premium price category due to the low cost of locally produced goods, import tariffs, and the exchange rate. The Brazilian food industry is well developed and the ever-expanding presence of major multinational companies makes the sector very competitive, driving the demand for product innovation. In addition to meeting consumer quality and standards expectations, food products must also comply with extensive technical specifications. Approximately 80 percent of food and beverage distribution takes place through retail stores, so developing relationships with retailers or distributors with nationwide presence is more likely to guarantee visibility and wide coverage across outlets in Brazil.

C. General Consumer Tastes and Trends
In the consumer-oriented products category, purchase decisions are driven by trends and consumer lifestyle. Since imported food items are positioned in the luxury goods market, , a product's perceived premium characteristics are the driving factor in the purchase decision, with price and income being secondary variables. Even though the U.S. food industry is innovative, sophisticated, trend setting, and diverse, Brazilian consumers have a perception of U.S. food products as being overly processed and therefore not always associated with premium characteristics.

Section III. Import Food Standards and Regulations

The Ministry of Agriculture, Livestock and Food Supply (MAPA) and the Ministry of Health (MS), via the National Agency of Sanitary Surveillance (ANVISA) share the primary responsibility for imported food and beverages. These two government bodies ensure the safety of the food supply and enforce regulations related to agricultural goods throughout the supply chain.

<table>
<tr><th>MAPA</th><th>ANVISA</th></tr>
<tr><td>Consumer-oriented products
animal products: red meat and by-products, poultry meat and by-products, fish, seafood products, dairy products, and eggs, honey, and margarine;
beverages: alcoholic and non-alcoholic (except energy drinks, hydroelectrolitic beverages, soy beverages);
fruits and vegetables: dried and fresh</td><td>Consumer-oriented products
food: all consumer-ready or processed products, (except those under MAPA's authority)
beverages: energy drinks, hydroelectrolitic beverages, and soy beverages</td></tr>
<tr><td>Intermediate products
(wheat flour, planting seeds, etc.)</td><td rowspan="2">Intermediate products
(sugar, sweeteners, mineral water, flavored waters, additives, and other ingredients (excluding those under MAPA's authority).</td></tr>
<tr><td>Bulk commodities
(wheat, grains, rice, soybean, cotton, tobacco,</td></tr>
</table>

pulses, peanuts, flour, etc.)	
Pet food, feeds, and fodders	
Plants and seeds	
Animals, semen, and embryos	
Organic Products	

Exporters should note that other regulators in addition to MAPA and ANVISA, are often involved in regulating imports of agricultural commodities and food products. Before shipping agricultural goods please refer to FAIRS Report BR18031, which outlines specific regulations such as plant and product registration, labeling, and other specific requirements.

The ATO also maintains a series of "Market Access Studies" which outline the full import process, including of the regulatory framework, for the following products: meat and meat products, fish and fish products, dairy products, infant formula, non-alcoholic beverages, distilled spirits, wine, beer, vegetable origin products, candies, chocolate, bakery products and cookies, cereals, pastry and cakes, pasta, snacks, jams and jellies, ready-to-eat-meals, sauces, condiments and spices. Please contact the ATO directly for these guides.

Section IV. Import Procedures

The import process has three major phases: pre-shipment, shipment, and customs clearance. The number of required procedures within each phase may vary, depending on the product category. For example, animal origin, fruit, and vegetable products, organic products, juices and alcoholic products all require extra steps. To fulfill local requirements the exporter must work together with the importer, particularly in the initial phase, when the documents for shipment are prepared.

Pre-Shipment

1. Formula Study (Ingredients Evaluation/Compliance)
Under the Brazilian legislation, regulators must maintain "positive" lists of ingredients approved for consumption. In addition, all food or beverage ingredients must meet government specifications and tolerance levels. The "Technical Regulation" provides the "Identity and Quality Standard" (PIQ) for any given product. This means that only specifically authorized products (including additives, colorings, preservatives, etc.) are allowed to enter the market. Per ANVISA regulations, food products containing new ingredients, and foods containing approved ingredients but with higher than pre-specified tolerance level are considered "new foods." These products must be submitted to ANVISA for analysis and approval prior to importation. As such, the importer should perform a compliance study on product composition, additive limits, and food safety criteria.

2. Label Development
Labeling must be in accordance with the general legislation on labeling and warnings, as well as with the regulations applicable to the specific food and beverage product category. The requirements are outlined in the Technical Regulation and the Consumer Protection Code. The exporter should forward a sample of the package to the importer to facilitate label development. When the product is meant for further processing, the legislation does not require the same labels

as for a retail product. However, the exporter must supply the importer with all the necessary information. The information provided by the exporter does not necessarily need to be on the product package (foodservice and industrial use packages) but should be included in the documents that accompany the good. The legislation does not require a specific document, which means it can be an invoice, a technical description sheet, etc.

3. Product Registration
Products under ANVISA and MAPA jurisdiction are subject to registration. Please refer to FAIRS Report BR18031, which outlines the set of requirements prescribed by the government of Brazil.

4. Exporters' Pro Forma
Before shipment, a *pro forma* invoice must be sent to the Brazilian importer to start the import clearance process. Delays are very common as a result of inadequate information being reported on the invoice. To avoid this, importers often request a copy of the invoice to check the information prior shipment.

5. Issuance of an Import License (LI)
All import operations occur through an automated system called Integrated Foreign Trade System (SISCOMEX). The importer requests the so-called Import License (LI), which must be obtained ideally before shipment. The LI is mandatory for products in the "non-automatic clearance" category, which is the case for all food and beverages. The LI must be issued by ANVISA or MAPA, according to their respective jurisdiction. The information provided in the invoice must match the information provided in the LI.

Shipment

6. Shipping Instructions
Shipping Instructions consist of a document containing all the information related to the sale and the merchandise's condition upon shipment, such as the quantity of product, form of payment, transport temperature, packaging, pallet used, etc. The Shipping Instructions should further contain all the documents to be sent to the importer.

Special note on pallets. Before shipping goods to Brazil, exporters should be aware of wood pallets and wood packaging regulations. Pallets should be in compliance with International Standards for Phytosanitary Measures N° 15 **(**ISPM 15) and have the International Plant Protection Convention (IPPC) stamp. For countries that have not adopted the ISPM 15 standards, the phytosanitary certificate may be substituted for the IPPC stamp, with an additional declaration on treatment records or the certificate of treatment stamped by the National Plant Protection Organization (NPPO). Wood pallets, both treated and untreated, are always inspected by MAPA. Inspectors will check for the presence of pests and may or may not release the cargo. Costs related to phytosanitary treatment or returning pallets/cargo to the country of origin will be the exporter/importers' responsibility.

7. Load/Shipment Clearance
With the Shipping Instruction provided by the exporter, the shipping company will be able to issue the bill of lading (B/L) or the air waybill (AWB). This is the proof of loading, issued by the shipping company, containing the entire description of shipping.

Customs Clearance

8. Arrival of Merchandise at the Port

Upon arrival, the cargo must be sent to the Customs Terminal (storage). Once the goods are duly placed, the "presence of Cargo" must be created. This must be done through the SISCOMEX system and prior to registering the Import Declaration (DI).

9. Registering the Import Declaration

Once goods arrive in Brazil, the importer (or a contracted customs broker officially representing the importer), must prepare the DI. At this point all taxes must be paid. The amount of taxes to be paid is defined based on the Mercosul Common Nomenclature (NCM), which is based on the international Harmonized System (HS). The NCM is formed by 8 digits, with the first 6 digits equivalent to the HS codes, while the seventh and eight digits correspond to Mercosul specifications.

10. Physical Review by MAPA/ANVISA Authority

Before going through Customs, the importer must present the LI to MAPA or ANVISA officials. Officials will verify whether or not the cargo was duly authorized and if the documents are accurate.

11. MAPA/ANVISA Product Clearance

MAPA and ANVISA inspectors must perform a re-inspection before admissibility. The admissibility will depend on: documents review; physical examination; and lab analysis/sample collection (to be conducted *in loco* if requested by authorities). During the import process a series of documents will be requested and generated by government agencies. Certificate of Origin and Certificate of Analysis are generally the two documents issued at the country of origin that create delays due to missing/erroneous information.

12. Federal Revenue Parameterized System

The clearance process starts when the product arrives in Brazil. The importer (or a contracted customs broker, officially representing the importer) initiates the procedures. Customs officials will authorize the release of the goods to the importer after the verification of product classification and tax payments. After the documents are submitted, the system will automatically select inspection/verification method to be applied. They are:

- green - customs clearance authorization is automatically issued:
- yellow - mandatory inspection of documentation is required and, if no evidence of irregularities is found, customs clearance is issued;
- red -mandatory inspection of documentation and goods is required before customs clearance authorization is issued;
- gray -mandatory inspection of documents, merchandise, and recalculation of import taxes applied.

Except for the green option, all other options require that documents, including the DI, the receipt generated by the SISCOMEX, and the Value Added Tax (ICMS) payment receipt (or waiver), are submitted to the Secretariat of Federal Revenue (SRF). For goods assigned to the gray option, a Declaration of Customs Value (DVA) must be made and transmitted via SISCOMEX to justify the product price and commercial aspects of the transaction. Any correction to the information submitted must be carried out in accordance with SISCOMEX procedures. After registering customs clearance, the fiscal authority - the Secretariat of Federal Revenue - will release an import confirmation, approving customs clearance and the entry of goods into Brazil.

Trade Example

The example below is based on local importers' feedback. It simulates costs to clear a cargo of distilled products from the United States, NCM (HS code) 2208.70.00, with an applied import tariff of 20 percent. For imports, tariffs and taxes must be paid upfront. For this example, the importer would need to disburse the amounts related to the following tariffs and taxes – Import Tax (II), Excise Tax on Industrialized Products (IPI), Sales Tax (ICMS), Social Integration Tax (PIS), and Social Contribution Tax (COFINS). However, the amount paid may be offset as a tax credit by the time the goods are sold. In the table below, the cost of the cargo doubled, however, once the credits are paid to the importer, the final cost would be 50-70 percent above the FOB price.

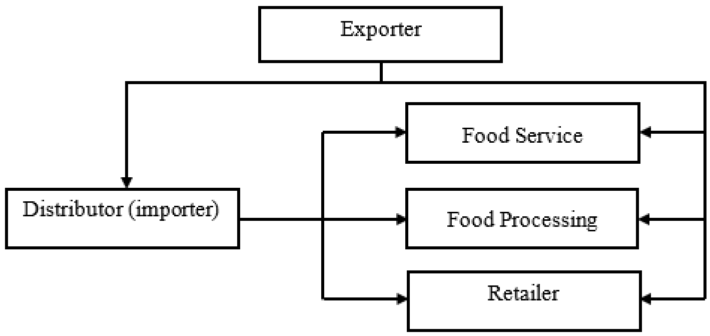
	%	US$	Comments
CARGO (FOB Price)		35,000.00	
International Freight		2,000.00	Negotiable
Insurance	0.20	74.00	Negotiable
CIF Value		37,074.00	
Wharfage Tariff		224.36	
TOTAL (1)		**37,298.36**	
TARIFFS and TAXES			
Import Tax (II)	20.00	7,459.67	Based on HS code
Industrialized Product Price (IPI)	30.00	13,427.41	Based on HS code
Merchandise and Service Circulation Tax (ICMS)	18.00	10,473.38	Based on port of entry
Social Integration Program (PIS)	2.10	783.27	Formula
Social Security Financing Contribution (COFINS)	9.65	3,599,29	Formula
TOTAL (2)		**35,743.02**	
CLEARANCE FEES			
Customs Agent		320.51	Negotiable
Merchant Marine Renewal Tax (AFRMM)	25.00	500.00	Calculated over freight
Handling		64.10	Flat rate
Deconsolidation		64.10	Flat rate
Storage	1.00	372.98	Calculated over Total (1)
SISCOMEX Fee		64.10	Flat rate
BL Approval		64.10	Flat rate
TOTAL (3)		**1,449.89**	
TOTAL (1)+(2)+(3)		**74,491.27**	

Section V. Market Sector Structure and Trends

A. Supply Chain and Product Flow

Within the various food distribution formats, imports of agricultural goods may occur directly or indirectly. Volume is the determining factor for all operators. If the volume is not significant, retailers, food service operators, or even the food processing industry typically prefer to purchase imported products locally from distributors. In general, distributors require from exporters an exclusive or semi-exclusive contract, in the latter case the contract would impose limitations on distribution within geographic areas and/or restrictions on product lines. Brazilian importers tend to be risk-averse, which means that initial purchases tend to be small, and then increase once there is market acceptance.

Distribution Channels for Agricultural Goods



B. Retail Food Sector

The Brazilian Supermarket Association (ABRAS) reported supermarket revenues of US$109 billion in 2017, or 5.4 percent of the country's GDP. This represents an increase of 0.8 percent as compared to the previous year. The retail sector has amassed 89,368 stores, expanding both in area and number of outlets, 0.9 percent and 0.4 percent, respectively. The last three years saw expansion within the cash & carry format, as consumer purchasing power was constrained during the economic downturn. In the same period, major players continued to invest in the neighborhood store format, responding to consumer preference for convenience. According to ABRAS, Brazilian consumers became more frugal during the recession. Brand loyalty decreased as shoppers sought less expensive options, including from private labels. At larger supermarkets, the mix of imported items was reduced or rearranged to give more prominence to the less expensive options. Starting in the last quarter of 2017, retailers started to observe changes in consumer purchases. Premium products began to regain some of their market share. Import penetration is most profound in the dry and liquid grocery aisles, however imported products are also appearing in the produce and seafood departments, depending on the season. Please refer to Retail Report BR18011.

C. Hotel, Restaurant, and Institutional (HRI) Food Service Sector

According to the Brazilian Food Processors' Association (ABIA), there are approximately 1.3 million foodservice outlets across Brazil, with over 95 percent of establishments characterized as small-to-medium size, family-owned operations. Large and multinational foodservice chains represent less than five percent of food service companies. The food service sector is marked by informality, therefore analysts frequently reference sales of the food processing industry directly to this channel in order to estimate the size of the sector. In 2017, the foodservice sector purchased R$165 billion (US$51 billion) domestically from the processing industry, which represents 26 percent of the food industry revenues. ABIA estimates total revenues of the Brazilian foodservice sector at R$407 (US$126 billion). Analysts forecast that the foodservice sector will expand two percent in 2018, and three percent in 2019. The consumer demand for food-away-from home is highly affected by sociodemographic and lifestyle variables, which means that to estimate the potential of this market, analysts have to follow not only economic, but also consumption patterns. The major trends that Brazilian foodservice analysts follow closely are: population growth; number of women in the workforce; number of single-person households; consumption patterns for millennials and generation Z. Please refer to HRI Report BR18026.

D. Food Processing Sector

In 2017, the Brazilian food processing industry consisted of 49,000 companies, with US$198 billion in sales. According to ABIA, the sector is expected to grow between 1.5 to 2.6 percent in 2018. The industry commands considerable influence as it represents 10 percent of Brazil's GDP. The most robust segments in terms of gross sales are: beef, tea, coffee, grains, dairy, oils and fats, sugar refining, wheat products, processed fruits and vegetables, chocolate, cocoa, candies, dehydrated/frozen products, seafood products, snacks and condiments. Beginning in 2014, Brazilian food processing companies shifted focus to cost reduction and value-for-money strategies. Currently, many large operators are starting to align strategies with headquarters, and seeing a potential in health-oriented, natural segment. As the economy starts to recover, consumer demand will shape food production trends more vigorously. Consumers are especially paying attention to the quantity of calories, total fat, cholesterol, sugar, protein, additives, carbohydrates, gluten, and sodium. Nutritional labels are gaining more importance as consumers become more educated on the topic. Please refer to Food Processing Report BR18007.

Section VI. Agricultural and Food Imports

During the recession period of 2014-2017, the Brazilian Real suffered the stiffest depreciation since 1994. Nevertheless, from 2014 to 2017, imports of consumer-oriented and intermediate products decreased by approximately 8 percent and 7 percent, respectively, against 30 percent of depreciation of the Brazilian Real. Importers were able to maintain inflows by rearranging the mix of products, reducing margins, and negotiating payment terms with suppliers. From local importers perspective, there were no significant changes in purchase patterns in terms of country of origin, however deals were highly driven by cost and payment terms.

The process of purchasing intermediate goods follows a different rational. Food processing and large restaurant chains establish strict contracts with suppliers, and therefore have less room to make changes in the short run. During the recession, buyers of intermediate goods were forced to reduce margins and gain more efficiency in the business as a whole. According to the ATO contacts, food processing companies and large food service operators are constantly looking for high performance ingredients not only to respond to market demands, but also to achieve higher profitability.

Despite a positive outlook for the economy, Brazilian buyers are still cautious. Importantly, in Brazil, most imported agricultural goods are not price competitive when compared to domestic production. Meanwhile, exports from Mercosul and associated countries benefit from tariff exemptions, which amplifies competition for imports sourced from other countries. According to importers of consumer-oriented products, European agricultural exports actually gained market share in the last several years, with the EU taking advantage of competitors' tendency of reducing the volume of business with Brazil during the economic crisis.

BRAZIL IMPORTS OF CONSUMER-ORIENTED PRODUCTS (US$ MILLION)

	2014	%	2015	%	2016	%	2017	%	Country	2017*	2018*
World	4,539	100	3,935	100	4,097	100	4,164	100	**World**	3,801	3,708
Mercosul (3)	1,797	40	1,439	37	1,695	41	1,587	38	**Mercosul (3)**	1,462	1,370
EU (15)	1,176	26	1,036	26	958	23	1,058	25	**EU (15)**	945	1,029
Chile	410	9	355	9	407	10	393	9	**Chile**	362	349
China	246	5	253	6	303	7	278	7	**China**	253	220
U.S.	329	7	296	8	240	6	258	6	**U.S.**	239	206
Others	581	13	557	14	495	13	590	15	**Others**	541	535

BRAZIL IMPORTS OF INTERMEDIATE PRODUCTS (US$ MILLION)

Country	2014	%	2015	%	2016	%	2017	%	Country	2017*	2018*
World	2,927	100	2,478	100	2,554	100	2,731	100	**World**	2,433	2,608
Mercosul (3)	898	31	713	29	837	33	836	31	**EU (15)**	661	824
EU (15)	827	28	694	28	671	26	746	27	**Mercosul (3)**	742	691
Indonesia	381	13	287	12	304	12	306	11	**U.S.**	237	291
U.S.	281	10	276	11	243	10	261	10	**Indonesia**	266	220
China	146	5	153	6	137	5	127	5	**China**	115	122
Others	393	13	355	14	361	14	455	16	**Others**	411	460

Source: Global Trade Atlas/Brazilian Foreign Trade Secretariat (SECEX)

Note (1): Mercosul (3): Argentina, Uruguay and Paraguay; EU (15): Germany, Austria, Belgium, Spain, Denmark, Finland, France, Greece, Ireland, Italy, Luxembourg, Netherlands, Portugal, United Kingdom and Sweden

Note (2): * Jan-Nov

BRAZIL IMPORTS OF CONSUMER ORIENTED PRODUCTS BY CATEGORY (2017)

Product	Imports (World) (US$ Million)	Imports (U.S.) (US$ Million)	Market Share	U.S. Position (Supplier)	Import Tariff (%)
CONSUMER-ORIENTED PRODUCTS					
Dairy Products	718.79	56.06	7.8	3	8-28
Chocolate & Related Products	188.02	25.77	13.7	2	10-16
Distilled Spirits	149.48	20.79	13.9	2	12-20
Tree Nuts	173.47	20.76	11.9	3	6-10
Processed Fruit & Vegetables	761.69	18.85	2.4	9	10-14
Forest Products	88.68	10.91	12.3	2	2-14
Condiments and Sauces	33.18	8.51	25.6	2	12-20
Fresh Fruit	410.79	7.85	1.6	6	10
Fish and Seafood	1,376.96	6.44	0.4	15	10
Wines	369.16	4.33	1.1	8	20
Fruit and Vegetable Juices	22.60	4.07	18.0	2	14
Snack Foods	81.4	3.27	4.0	10	10-35
Beer	31.49	1.9	6.1	6	20
Pet Food	5.96	1.47	24.7	2	14
Fresh Vegetables	316.56	0.87	0.2	7	10
Non-Alcoholic Beverages	52.26	0.58	1.1	5	10-20
Breakfast Cereals & Pancake	5.15	0.37	7.1	6	16
INTERMEDIATE PRODUCTS					
Feed & Fodders NESOI	263.29	35.09	13.3	3	2-14
Planting Seeds	116.56	24.11	20.6	1	2-12
Vegetable Oils	562.98	14.50	2.5	10	4-12
Sugar & Sweeteners	25.81	6.84	26.5	1	16-20

Beef & Products	268	3.92	1.4	5	6-12
Soybean Meal	1.22	0.45	37.6	1	6-10
Animal Fats	41.94	0.16	0.3	9	6-12
BULK PRODUCTS					
Wheat	1,149.30	74.05	6.4	2	10
Cotton	59.51	55.94	9	1	6
Rice	320.27	0.23	0.07	9	10-12
Corn	199.78	0.07	0.04	3	8

Source: Global Trade Atlas/Brazilian Foreign Trade Secretariat (SECEX)

Section VII. Contacts and Further Information

Please do not hesitate to contact the offices below for further assistance in export of U.S. agricultural products to Brazil:

U.S. Agricultural Trade Office (ATO)
U.S. Consulate General
Rua Thomas Deloney, 381
04709-110 São Paulo, SP
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