



How to export to Brazil

2021



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Introduction

B2Brazil is your source for business with Brazil and Latin America. This Export Guide was created to provide suppliers with a short manual with basic information about how to export to Brazil.

Here we will cover, in a easy and simplified way to understand, the main points that your company needs to know before start in trade business with Brazil:

1. Why export to Brazil?
2. What to export to Brazil?
3. How to export to Brazil?
4. Trade modes and practices
5. Challenges and difficulties
6. Final recommendations



Why Export to Brazil?





What to Export to Brazil?



What to export to Brazil?

When negotiating with international markets, the company must identify, within its product line, those that meet the needs and preferences of consumers in foreign markets to be exploited.

With this in mind, in this section we'll approach the most imported products by Brazil in 2020 and 2019 and what are the emerging markets in this country.

Beyond the curiosity, knowing this information is very important to better understand the Brazilian market, how it works, what its trends are and, from that, to know your company's place within this dynamic and to be able to draw up a more accurate strategy.



The main exported products by Brazil

Product	Percentage of total imports in 2019	Percentage of total imports between January and November 2020
Manure and chemical fertilizers	5,1%	5,2%
Petroleum oils or oils obtained from bituminous minerals (except crude oils)	7,3%	4,8%
Other manufactured products	4,5%	4,5%
Telecommunications equipment, including parts and accessories	4%	4,3%
Platforms, boats and other floating structures	2,6%	3,9%

Product	Percentage of total imports in 2019	Percentage of total imports between January and November 2020
Cold cathode thermionic tubes and valves, diodes, transistors	3,2%	3,5%
Inorganic and organic compounds, heterocyclic compounds, nucleic acids and their salts and sulfonamides	3,1%	3,4%
Articles of iron or steel and other articles of base metal	2,8%	3,4%
Medicines and pharmaceutical products, except veterinary	2,4%	2,9%
Insecticides, rodenticides, fungicides, herbicides, plant growth regulators and disinfectants	2%	2,4%
Automotive vehicle parts and accessories	2,7%	1,9%

Emerging markets

- Vehicles and automobiles;
- Electric and specialized machines and devices;
- Measurement, verification, analysis and control apparatus and instruments;
- Piston engines and their other parts;
- Pumps, centrifuges, air compressors, fans, exhaust fans and filters;
- Chemical industry;
- Alcoholic beverages;
- Footwear and clothing/fabrics;
- Metals.

IMPORTANT CONSIDERATIONS

The most prominent products in the Brazilian market are those focused on technology, mechanics and everything that supports agricultural, commodity and even industrial production in Brazil.

Overall, the Brazilian market is very diverse and there is plenty of opportunities to increase international sales and expand your company.