

March 2014

Salty Snacks - Brazil

“Although health claims are used by most product categories, this doesn’t seem to be the case with salty snacks, which focus instead on indulgence and convenience. The microwave popcorn segment is becoming increasingly popular among Brazilian consumers, showing how the convenience of microwave ovens is contributing to the growing consumption ...

February 2014

Chocolate Confectionery - Brazil

“Governmental pressure on the chocolate industry to make their products healthier or reduce portion sizes is likely to increase given the cost of obesity. A proactive approach in this respect can help brands to stay ahead of the “state stick” and avoid being targeted. This also has the potential to ...