

April 2017

Snacking Consumption Habits - Brazil

"The snacking habit is becoming increasingly stronger among Brazilians, mainly due to the fact that they are constantly looking for ways to save time. They end up eating snacks as a way to satiate their hunger between meals, and sometimes as a meal replacement. The important thing to note is ...

February 2017

Chocolate Confectionery - Brazil

"Declining volume sales in chocolate confectionery show the continuing need for brands to use innovation to encourage consumers back into eating. Messages should focus on trying new products, flavors, and formats. They could have the "treat" factor attached to them, as many people eat chocolate to treat themselves. Keeping prices ...