

September 2023

Ready Meals - Brazil

"The diversification of formats is important to meet both new habits, such as working from home, as well as the most varied meal occasions, such as breakfast out of home and special occasions at home, with the aim of winning space in foodservice and delivery services."

August 2023

Vitamins, Supplements & OTC - Brazil

"The COVID-19 pandemic led to a greater prioritization of physical and mental health, which means that vitamins, supplements and OTCs have become essential items for maintaining healthy habits. As the wellness discussion broadens and includes issues such as hormonal and sexual health, manufacturers have the opportunity to develop innovations that ...

May 2023

Food & Beverage Retailing - Brazil

"With more frequent visits and smaller purchases, retailers need to adapt to accommodate a larger number of customers and create a pleasant and practical environment, so consumers don't spend too much time inside the store. Consumers show interest in the use of technology, as well as in retailers that offer ...

April 2023

Snacking Consumption Habits - Brazil

"Snacks have been gaining importance in the routine of Brazilian consumers, either by offering a pleasant and relaxing moment in the middle of the day or by replacing a meal out of home. Brands should seek to provide products with the desired benefits for each consumption occasion, offering nutrition and ...

January 2023



Food - Brazil

2023 F&D Trends - Latam - Brazil

The following four LATAM trends aim to spotlight the most relevant of the eight Mintel Food and Drink global trends for the region, based on the local context and consumers' habits, preferences and demands. They are: Savvy Sustenance, Adaptable Cooking, Unguilty Pleasure and The Worth of Water.

Upcoming Reports

Desserts & Sweets Consumption Habits - Brazil - 2023

Cooking Habits - Brazil - 2023

Food & Beverage Packaging Trends - Brazil - 2023