

January 2021

Bakery: Incl Impact of COVID-19 - Brazil

“Brazil’s bakery products market has been positively affected by the COVID-19 pandemic, as even in the face of an economic crisis, consumers have continued to consume breads and baked goods. Healthiness is the main trend impacting the sector, generating opportunities for fortified products that contain added benefits and are free ...

Chocolate Confectionery: Incl Impact of COVID-19 - Brazil

“In terms of chocolate consumption, the COVID-19 pandemic has encouraged conflicting behaviors. While some consumers have eaten more chocolate due to its positive effects on mental health, others have reduced consumption to avoid its negative impacts on physical health (eg weight gain). This has brought opportunities for chocolates that provide ...

December 2020

Healthy Eating Trends: Incl Impact of COVID-19 - Brazil

“Due to the impact of COVID-19, healthy eating has become even more important in order to achieve a healthy body and boost the immune system. It also helps control the weight gained during the outbreak due to the lower levels of physical activity, deal with stress and anxiety and improve ...

August 2020

Impact of COVID-19 on Food and Drink - Brazil

“The COVID-19 outbreak has greatly impacted the food and drink category. The worsening of economic conditions pushes both the industry and consumers to adapt to the next normal, where consumers are not only constrained by their budgets but are also more critical and informed about food choices. Consumers have been ...

Yogurt: Incl Impact of COVID-19 - Brazil

“The yogurt category, like other nonessential items in Brazilians’ shopping lists, will have to face a challenging market due to the economic crisis. Brands should try to offer more affordable options and invest in immunity and health claims in order to minimize the impact of the crisis on the category ...

June 2020

Ice Cream: Incl Impact of COVID-19 - Brazil

"Brazil's ice cream market should continue to face the challenges imposed by the country's economic difficulties and the population's greater health concerns. Brands and companies, however, have the opportunity to overcome these barriers by investing in technologies that make it possible to develop healthier formulations and at the same time ...

May 2020

Snacking Consumption Habits - Brazil

"The snack category has been driven to focus on healthy options, whether through legal regulations or consumer demand. It is important, however, to keep in mind that one of its primary functions is to be convenient, thus it is essential to think about formats that offer convenience and quick consumption ...

April 2020

Meat and Poultry: Processed, Non-processed and Alternatives - Brazil

"Price and health concerns are the main reasons why Brazilian consumers are eating meat or meat alternatives less often. Brands and companies, therefore, need to be creative and find ways of offering affordable options that can be perceived as a treat, and remind consumers about the nutritional benefits of the ...

March 2020

Cheese - Brazil

"Brazil's cheese market, despite its concentration in terms of types and formats consumed, has great potential to grow and expand both in sales and consumption frequency. Brands and companies need to invest in products that can be consumed in different circumstances beyond breakfast, sandwiches and salty recipes. Brazilian consumers, who ...



Food - Brazil

February 2020

Foodservice - Brazil

“As consumers demonstrate certain resistance in trying new restaurants and dishes, the foodservice category has the challenge of expanding its reach beyond pizzerias and snack bars, as well as increasing consumption frequency in general. In order to do that, it is necessary to invest in healthy menu options and better ...