

December 2017

Healthy Eating Trends - Brazil

“Brazilians are gradually adopting healthy eating habits. However, despite the intention to limit the intake of salt, sugar, meat and carbohydrates, for example, the majority of consumers still don't want to radically change their behavior. In this scenario, brands need to understand what consumers expect in terms of healthy eating ...

Yogurt - Brazil

“Brazil's yogurt market has been affected by the economic recession and high production costs. However, the perception of yogurt as a healthful ingredient can be a good way to overcome the crisis. The category can gain space by expanding its portfolio of products, offering convenient options for different consumption occasions ...

November 2017

Cheese - Brazil

“The market of cheese is maturing in Brazil. In recent years, it has felt the impact of the economic recession and the high production costs, with a drop in retail sales in volume, so in this scenario is important to educate consumers, showing them new possibilities of consumption. Products with ...

September 2017

Bread and Baked Goods - Brazil

“The bread and baked goods market has challenges regarding flavor perception and, more important, the health issue. In addition to offering more healthful products, one strategy for boosting consumption and overcoming high prices could be broadening the range of products with new attributes, such as convenience, new flavors, greater control ...

August 2017

Eating Out Trends - Brazil

Cookies and Crackers - Brazil

“Almost all Brazilians consume cookies and crackers. In order to increase consumption, especially among older people, companies should invest in innovation, particularly in new flavors and ingredients (such as vegetables and grains), as well as natural products with high fiber content. Products for breakfast and consumption on-the-go may also expand ...

“It is important that restaurants continue investing in innovation, both in the menu and its environment, to maintain consumers’ interest and build loyalty. Actions that improve the cost-benefit of eating out can be more important than promotional prices.”

June 2017

Meal Occasions - Brazil

“Despite being cheaper, consumers also cook at home in order to eat healthier and control what goes into their dishes. Brands could step in and educate Brazilians on how to cook in a healthy and cost-effective way.

May 2017

Ready Meals - Brazil

“Consumers continue to desire home-cooked meals but without the inconvenience of long preparation times. Meal kits can help boost the ready meal category as consumers can still use them to cook from scratch but spending less time.

Brazil’s ongoing economic struggles suggest that more manufacturers need to create reduced or ...

April 2017

Vitamins and Supplements - Brazil

“Vitamin, mineral, and supplement brands can benefit from reminding consumers of how, despite their best efforts, they may be falling short with nutrition, but can turn to these products for a solution.

Blurring with food and drink as well as using healthy and natural ingredients in product formulations can also ...

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



Food - Brazil

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 ...