

October 2019

Healthy Eating Trends - Brazil

“In addition to physical wellbeing, consumers buy healthy food and drinks in order to have the benefits of mental/emotional wellbeing and healthy aging. Brands and companies need to develop products that meet these demands, making them more democratic, since Brazilians from all socioeconomic groups already understand that eating healthy ...

August 2019

Ready Meals - Brazil

“To boost sales and consumption frequency in the ready meals category, brands and companies need to diversify the options of products offered. In addition to healthier alternatives made with ingredients well-known by consumers, it is essential to offer a greater variety of flavors, local and international and convenient formats, which ...

July 2019

Food & Beverage - Packaging Trends - Brazil

“Plastic is the main villain when it comes to packaging. There is, however, much more to be discussed by the sector. As part of the purchasing and consumption experience, brands and companies must be aware of issues such as the use of inputs, management of food waste, health concerns, changes ...