

August 2022

Chocolate - Brazil

"Ainda que os consumidores estejam com um orçamento apertado, o consumo de chocolate traz relaxamento, recompensa e momentos prazerosos, o que os estimula a consumir chocolates, ainda que de marcas mais baratas ou com menor frequência."

July 2022

Foodservice - Brazil

"Brazil's foodservice category has been one of the most impacted by the COVID-19 pandemic and now faces the challenges brought by high food prices and low purchasing power. In this context, the category needs to offer a positive experience regardless of the sales channel – delivery, take away, drive-thru or ..."

June 2022

Animal Protein and Alternatives - Brazil

"The rise in meat prices, especially beef, has led most consumers to look for more affordable substitutes, such as chicken, pork and eggs, as well as cheaper cuts and offal. Brands can invest in kits, promotions and formats that make animal protein and its alternatives less expensive, without losing quality ..."

May 2022

Ice Cream - Brazil

"Brazilian consumers are very interested in innovations in the ice cream category and at the same time very loyal to their favorite brands. Therefore, ice cream brands must continue to invest in innovation to keep consumers' attention and meet their demands for healthier and more affordable products."

March 2022

Snacking Consumption Habits - Brazil



Food - Brazil

This report will help you to uncover opportunities and understand the key issues affecting your market. How? By giving you instant access to analysis and critical recommendations. It will also challenge routine thinking by providing fresh, new perspectives that energizes your thought processes.

February 2022

Cheese - Brazil

“The cheese category still has plenty of room to innovate in the Brazilian market, but consumers’ tight budget and conservative taste are a significant barrier, as they favor familiar and smooth flavors, avoiding expensive non-essential products that may not please them. Plant-based cheese still has a long way to go ...

Upcoming Reports

Yogurt - Brazil - 2022

Food & Beverage Packaging Trends - Brazil - 2023

Bakery - Brazil - 2022

Healthy Eating Trends - Brazil - 2022