

December 2022

Yogurt - Brazil

"Brazilian consumers have adapted their yogurt consumption habits as a result of high inflation. However, the search for a healthier lifestyle and for foods with healthy claims but that still offer a certain indulgence maintains the interest in and consumption of the category."

Bakery - Brazil

"Amidst health concerns and an economic crisis, Brazilian consumers have adapted their consumption of baked goods. However, the strong cultural connection to the category makes them favor taste and consume baked products as a treat."

– **Laura Menegon, Food and Drink Analyst**

November 2022

Healthy Eating Trends - Brazil

"Price, lack of options when dining out, and social occasions are the main reasons consumers diverge from healthy eating habits. In this context, the category has the challenge of offering more diverse, inclusive and convenient options. While weight concerns remain important, they are giving way to worries about mental and ..."