

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 ...

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 ...

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 ...