

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 ...

Juice: Incl Impact of COVID-19 - Brazil

“Consumers will increasingly look for products that offer functional benefits, especially those related to immunity boost, in the short and medium term. It is also important to emphasize that Brazilians’ average income has dropped significantly, which has led many to focus on cost cutting. Therefore, products that can deliver interesting ...

September 2020

Milk and Milk Alternatives: Incl Impact of COVID-19 - Brazil

“As milk is an essential item, the category has been suffering less from the negative impacts of the COVID-19 pandemic. On the other hand, milk alternatives, which are generally more expensive, will be more affected by the economic crisis caused by the coronavirus outbreak. In addition to price, health concerns ...

August 2020

Impact of COVID-19 on Food and Drink - Brazil

“The COVID-19 outbreak has greatly impacted the food and drink category. The worsening of economic conditions pushes both the industry and consumers to adapt to the next normal, where consumers are not only constrained by their budgets but are also more critical and informed about food choices. Consumers have been ...

Beer: Incl Impact of COVID-19 - Brazil

“The COVID-19 pandemic has accelerated two trends that could be observed in the Brazilian beer market before the crisis: the migration from on-premise to at-home consumption and the preference for better quality beers consumed in smaller quantities.”

– **Laura Menegon, Food and Drinks Junior Specialist**

February 2020

Foodservice - Brazil

“As consumers demonstrate certain resistance in trying new restaurants and dishes, the foodservice category has the challenge of expanding its reach beyond pizzerias and snack bars, as well as increasing consumption

frequency in general. In order to do that, it is necessary to invest in healthy menu options and better ...

January 1970

Non-alcoholic Drinks Consumption Habits: Incl Impact of COVID-19 - Brazil

“The economic crisis and the COVID-19 pandemic have changed Brazilians’ consumption of non-alcoholic drinks. Although some segments have suffered a greater negative impact, opportunities have emerged as well, such as for products focused on immunity, mental health and energy. Innovations can maintain consumption at stable levels and help brands and ...