

January 2022

Non-alcoholic Drinks Consumption Habits - Brazil

“Brazilians have migrated to cheaper types and brands of non-alcoholic beverages due to the serious economic crisis. Brands must offer more economical options for the consumer without leaving aside health and sustainability, central issues for the food and drink categories nowadays.”

– Laura Menegon, Junior Research Analyst

November 2021

Healthy Eating Trends - Brazil

“Many Brazilians have tried to adopt healthy eating habits in the last two years. In 2020, the main motivation was achieving physical and mental/emotional wellbeing, while in 2021 it has been weight management. The economic recession and rising food prices have forced consumers to balance their diet and budget ...

August 2021

Alcoholic Drinks Consumption Habits - Brazil

“Despite health concerns and the desire of reducing alcohol consumption, some Brazilians have actually increased the consumption of alcoholic drinks since the beginning of the COVID-19 pandemic, probably as a way of dealing with emotional issues during this challenging period. Therefore, there is a growing interest in low-alcohol and ready-to-drink ...

Food & Beverage Packaging Trends - Brazil

“Brands and companies have had to deal with new demands and requirements when it comes to food and drink packaging. Due to the COVID-19 pandemic, food and drink packaging has gained a more important role; that is, providing greater safety and protection for consumers. Packaging is also a fundamental part ...

July 2021

Carbonated Soft Drinks - Brazil

“Health concerns and the economic recession brought by the COVID-19 pandemic have led Brazilian consumers to reduce CSD consumption. To overcome this barrier, brands and companies could invest in products made with natural ingredients that offer real

health and wellbeing benefits, bearing in mind that price is the decisive factor ...

June 2021

Emerging Flavors and Ingredients - Brazil

“In general, Brazilians are pretty open to exploring new flavors and ingredients and used to do this mainly when they ate away from home. With the pandemic and the growing habit of cooking at home, consumers are experimenting with new ingredients and taking the opportunity to test new products in ...

April 2021

Food & Beverage Retailing - Brazil

“Despite being one of the few categories that have had significant growth during the COVID-19 pandemic, food and beverage retailers have faced several challenges during this period to adapt to new consumer demands for safety, hygiene, convenience and affordable prices. In the coming years, the tendency is for these demands ...

March 2021

Foodservice - Brazil

“Due to the challenges imposed by the COVID-19 pandemic, the foodservice industry needed, and still needs, to reinvent itself. In addition to a quick adaptation to delivery services and to new consumer routines, the category also needs to deal with tighter household budgets. Making sure its processes meet expectations regarding ...