

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 ...

Alcoholic Drinks Consumption Habits - US

“As the restrictions imposed by the COVID-19 pandemic come to an end, Brazilian consumers seem ready to resume social gatherings – even if at home, for economic reasons. In addition, higher-quality drinks seen as more sophisticated have gained space in the market, which indicates that most consumers prioritize quality over ...

August 2022

Milk and Milk Alternatives - Brazil

“Although milk is an essential item in the Brazilians’ diet, consumption has been negatively impacted by frequent price surges. To reinforce its value, marketers need to highlight the category’s nutritional importance and invest in greater diversification in terms of healthiness, indulgence and cost. For milk alternatives, price and the perception ...

July 2022

Beer - Brazil

“Brazilians have been more careful when it comes to alcohol consumption, which has boosted the interest in beers with healthier attributes. Money-saving is another key factor that has made more than half of beer consumers change their drinking habits.”

– Laura Menegon – Food and Drink Analyst

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

Juice - Brazil

“The juice market has benefited from consumers’ search for a healthier lifestyle, though the economic crisis pushed preferences toward more affordable brands and categories. The category must offer more economical options without forgetting good health, the main consumption driver.”

– Laura Menegon, Food and Drink Analyst