

January 2022

Cooking Habits - Brazil

“High prices and tight budgets are the main motivators for consumers to cook at home. This has also led them to adapt their cooking and eating habits in search of cheaper options. Solutions that do not make everyday meals more expensive and that offer greater convenience and added health benefits ...

December 2021

Hábitos Culinários - Brazil

“A alta dos preços e o orçamento apertado se mostram como as principais motivações para que os consumidores cozinhem em casa e, também, os têm obrigado a adaptar seus hábitos culinários e alimentares em busca de opções mais baratas. Nesse cenário, toda solução que não encareça as refeições do dia ...

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 ...

October 2021

Tendências em Alimentação Saudável - Brazil

“Uma grande parcela dos brasileiros tem buscado adotar hábitos alimentares saudáveis nos últimos dois anos de pandemia. Tendo como principal motivação em 2020 o bem-estar físico, e mental/emocional, seguido por um crescimento, em 2021, do cuidado com o peso. A recessão econômica e a alta dos preços dos alimentos ...

Vitamins, Supplements & OTC - Brazil

“The COVID-19 pandemic has led Brazilian consumers to worry more about their health, which has generated a great opportunity for the category of vitamins and supplements. Other issues brought about by the pandemic, such as stress and anxiety, have encouraged the search for OTC medicines that tackle these conditions, as ...

September 2021

Vitaminas, Suplementos & MIPs - Brazil

“A COVID-19 despertou nos brasileiros uma grande preocupação com a manutenção e a melhora das condições de saúde, o que gerou uma ótima oportunidade para a categoria de vitaminas e suplementos. Outras questões geradas pela pandemia, como preocupações excessivas, estresse e ansiedade, aumentaram a busca por MIPs que ajudem nessas ...

August 2021

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

Tendências de Embalagens em Alimentos e Bebidas - Brazil

“Há cada vez mais exigências em relação às embalagens de alimentos e bebidas. Com a pandemia, elas ganharam uma função de grande importância: proporcionar maior proteção ao conteúdo e sensação de segurança aos consumidores. Elas também são parte fundamental da adaptação de alimentos e bebidas a novas necessidades e ocasiões ...

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 ...

Snacking Consumption Habits - Brazil

“After a year since the beginning of the COVID-19 pandemic, many Brazilians have been experiencing impacts on physical and mental health. This has motivated them to consume healthier snacks as a way to take care of their physical health and also to consume indulgent snacks that provide stress relief and ...

May 2021

Tendências em Sabores e Ingredientes - Brazil

“Os brasileiros em geral se mostram bastante abertos a experimentar novos sabores e ingredientes, e costumavam fazer isso principalmente quando comiam fora de casa. Com a pandemia e o crescimento do hábito de cozinhar em casa os consumidores estão experimentando novos ingredientes e aproveitando para testar novidades em casa. O ...

April 2021

Hábitos de Consumo de Snacks - Brazil

“Após um ano desde o início da pandemia, muitos brasileiros vêm sentido impactos na saúde física e mental. Isso os leva a consumir snacks mais saudáveis rotineiramente como uma forma de cuidar da saúde física e também consumir snacks indulgentes que proporcionem alívio ao estresse e momentos de diversão como ...

Desserts & Sweets Consumption Habits - Brazil

“Due to the COVID-19 pandemic, a little more than a third of Brazilians have started eating sweets and desserts less frequently, driven by health concerns, household income reduction and the impossibility of visiting foodservice outlets. On the other hand, eating sweets and desserts has become a way of dealing with ...

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 ...