

December 2015

Healthy Eating Trends - Brazil

"Although Brazil's economic stagnation brings an unfavorable scenario, some elements can boost the healthy food market's growth. The aging population creates new demands for products that have additional nutritional benefits, and the prevalence of health problems such as hypertension and diabetes make Brazilians seek products with less sugar and sodium ...

Supermarkets and Hypermarkets - Brazil

"The food and drink retailing sector in Brazil is highly competitive, dynamic, and fragmented. Brazilians can choose from local street markets to huge wholesalers, and they will favor those that can offer the best price and customer service."

– **Andre Euphrasio, Research Analyst**

November 2015

Yogurt - Brazil

"Market opportunities go beyond trying to find the "next Greek yogurt" – with so many innovations that can be used in yogurts, the category could rise above the economic crisis and keep consumers' loyalty."

– **Naira Sato, Food and Drinks Analyst**

October 2015

Cookies and Crackers - Brazil

"The cookies and crackers category has high penetration among Brazilian consumers, with 96% of Brazilians eating any type of cookie/cracker."