

April 2018

Salty Snacks - Brazil

“Brazil’s salty snacks market has been growing in terms of value, but has been suffering consecutive falls in volume. Companies should adapt to consumers’ demand for healthier products, and at the same time offer more affordable options, especially in times of economic recession. The market also needs to be aware ...

March 2018

Desserts & Sweets Consumption Habits - Brazil

“Despite growing health concerns related to food and drinks consumption, indulgence and flavor are still the most important attributes for the desserts and sweets category. When consuming these products, Brazilians are eager to find a moment of pleasure that improves their mood and emotional well-being.”

– Ana Paula Gilsogamo ...

Snacking Consumption Habits - Brazil

“Health issues are a great influencer among consumers, who demand more healthful options both during and between meals. However, due to the fierce competition between different snacks categories, in addition to products that offer health benefits, it is essential to develop innovative products in terms of composition, flavor, convenience, and ...