

## Soup - Brazil - June 2013

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“While three in four Brazilians eat soup, they do so infrequently. Companies could make the soup category more attractive to consumers by exploring satiety and attributes normally associated with homemade meals. Convenience is also seen to be essential by young people and consumers who live alone.”

– Jean Manuel Gonçalves da Silva, Senior Food Analyst

### In this report we answer the key questions:

- What is the cause of the low frequency of soup consumption in Brazil?
- What elements associated with homemade meals could the prepared soup category replicate?
- How can the category attract consumers who are more open to prepared food, namely young people and consumers who live alone?
- How can the soup category use health claims to make it more attractive to consumers?

Prepared soup is not eaten frequently by Brazilians, who prefer homemade and staple foods such as rice and beans—a factor that limits the growth of the category. Companies could explore different consumption opportunities; create marketing strategies highlighting how soup represents good value for money; better target young consumers in general (who are more open to prepared food); and incorporate attributes associated with homemade meals. Such action could serve to increase soup consumption and encourage Brazilian consumers to see it as an alternative to regular meals.

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