

## Baby Food and Drink - Brazil - December 2013

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“Similar to trends seen in adult food categories, Brazilian parents are looking for convenient and healthy foods for their children. While homemade baby food remains the most popular day-to-day choice, processed baby food products can leverage their positioning as convenient as a unique selling point.”

– Naira Sato, Senior Analyst

This report looks at the following areas:

- How can the baby food category become more relevant to consumers?
- Can the industry drive uptake by positioning yogurt as a healthy snack?
- How can baby food companies meet the demands of North-Eastern consumers for good value for money?

Parents' concern about artificial ingredients in processed baby food, however, remains a key barrier. Greater transparency about the ingredients used and highlighting the natural aspects of their products offer ways for the industry to address this perception.

Food brands that have established a functional proposition in other categories can look to expand into the baby food and drink category, given robust demand for added benefits in the category and the appeal of trusted brands.

Categories perceived as healthy and convenient, such as yogurts and organic baby food, for example, can strengthen their position in baby food by offering a wider variety of products in the Brazilian market.

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