

Changing Eating Habits - Brazil - June 2013

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“Consumers are increasingly searching for convenience, either because they are pressed for time or because they prioritize tasks other than cooking. This is creating growing demand for products that make cooking easy, such as ready meals and ready-to-cook meals, but also for on-the-go products and for fast food restaurants.”
— Naira Sato, Senior Food Analyst

In this report we answer the key questions:

- How do young Brazilians' eating habits differ from those of the older cohorts? What should be done to motivate them to eat healthier foods?
- How can operators in the food industry meet the needs of the higher socio-economic groups, who increasingly have greater interest in gourmet cuisine and demand greater convenience?
- How does the positive outlook of the Brazilian economy impact the food habits of the low-income consumers? What type of products can tap into their time-poor lifestyles?
- Do men and women have the same health concerns? How can brands effectively tap into the differences in their eating habits?

Recent changes in the country's economic and political landscape are directly impacting Brazilians' eating habits. Growth in the number of jobs is supporting the stability of consumer spending of all socioeconomic groups. The growing wages and on-the-job benefits of AB consumers are fuelling growth in the frequency of eating out. Moreover, government initiatives are giving low-income consumers greater access to foods beyond staples such as rice and beans. The reduction of IPI (Tax on Industrialized Products), which favors the purchase of home appliances like freezers and microwaves is creating new opportunities for prepared or ready-to-cook meals, and frozen food.

Apart from convenience, healthier diets are gaining awareness. With the increase in obesity rate in Brazilian, the government is increasingly focused on improving consumers' eating habits. With eating habits often being formed in childhood, the government is looking to early intervention to curb long-term problems. Meanwhile, technology is offering new ways for brands to connect with youngsters, including as they look to be seen to encourage a healthy diet.

Increasingly Brazilians will look for meal solutions that help them enjoy their available time, and that are healthy, with scope for operators to benefit that can deliver on these key areas

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