

Coffee Shops - Brazil - October 2013

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"The main challenge for coffeehouses is to attract more consumers at breakfast, narrowing the penetration gap in relation to bakeries. Flexible operating hours, enhanced breakfast offerings, and weekday promotions could help coffeehouses take advantage of this consumption occasion."

– Lucas Marangoni Xavier, Senior Drinks Analyst

This report looks at the following areas:

- How can coffeehouses become more competitive in relation to bakeries?
- What should coffeehouses consider in order to attract more young consumers?
- How can the sector generate value and increase revenues by using origin attributes?
- What alternatives can be used by coffeehouses in relation to high costs of retail locations?

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