

Eating Out Trends - Brazil - September 2013

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“Regardless of different consumer profiles and types of establishments, the biggest challenge faced by the foodservice sector in Brazil seems to be achieving a balance between convenience (related to time) and quality (related to ingredients used), superiority of taste, and, in some cases, healthy aspects of food.”

– Naira Sato, Senior Food Analyst

This report looks at the following areas:

- How has Brazil's recent economic growth impacted dining out habits?
- How can foodservice companies meet the demand by socioeconomic group DE for food that is both convenient and tasty?
- What can the foodservice sector learn from diners living in Curitiba?
- What are the different dining out profiles of Brazilians?

Due to the recent growth of the Brazilian economy, labor market conditions have improved for Brazilians, with better salaries and benefits. This has allowed consumers in all socioeconomic groups to dine out more often.

Dining out is not just seen as a leisure activity—it is also a way to save time, since there is no cooking involved from the consumers' point of view, and there are a lot of meals that can be eaten “on the go.” Brazilians are increasingly looking for practical solutions that allow them to make the most of their free time; however, the more consumers get used to dining out, the more demanding they get, a fact that is important for the foodservice industry to be aware of.

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