Cookies and Crackers - Brazil - January 2013

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"The cookies category has high penetration among Brazilian consumers, with 85% of Brazilians say they eat cookies or crackers. Some consumer groups are having more specific strategies targeted at them in order to increase their consumption frequency and product diversification."

– Jean Manuel Alves da Silva, Senior Food Analyst

In this report we answer the key questions:

- How can the cookies and crackers category increase in value?
- Are there any Socio-economic segmentation strategies to be taken?
- What are the implications of "health" and "wellbeing" criteria for the category?
- What can the category do to attract more female consumers, who are more open to indulgence?
- Given the consumption frequency by older consumers (aged 45+), what are the best strategies to encourage product diversification in this group?
- What are the best strategies to target consumption by children, given the potential limitations this group presents?

The cookies category has high penetration among Brazilian consumers. According to the consumer research, 85% of Brazilians say they eat cookies or crackers.

There is a slight difference in consumption between the Socio-economic groups; classes C1 and C2 have a slightly higher consumption frequency and interest in various subcategories. Those in the AB group buy into more sophisticated subcategories, such as wafer cookies, but also less expensive subcategories such as Maria cookies and cream crackers.

Some consumer groups are having more specific strategies targeted at them in order to increase their consumption frequency and product diversification. Women are especially open to the cookies category and can enjoy products that are more in line with their lifestyle and preferences. More mature consumers (aged 45+), who have a relatively high consumption frequency, may be encouraged to diversify their consumption habits by being able to choose from different healthy products. For children, whose consumption normally depends on their parents' choice, nutritious products with discreet advertising are the most advised ones.

The category's price increase over the last five years reached 37%. Production costs, together with an increase in product quality, had some impact on the category's inflation rates. Therefore, companies must have strong innovations in quality and brand positioning; on the other hand, innovations with 'healthy' product attributes must be less complex, focused on basic criteria, such as whole-grain and natural ingredients.

DID YOU KNOW?

This report is part of a series of reports, produced to provide you with a more holistic view of this market

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