

Salty Snacks - Brazil - March 2014

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“The microwave popcorn segment is becoming increasingly popular among Brazilian consumers, showing how the convenience of microwave ovens is contributing to the growing consumption of salty snacks in Brazil.”

– Naira Sato, Senior Analyst

This report looks at the following areas:

- How can microwave ovens help boost consumption of salty snacks?
- Could meat salty snacks positioned to be consumed with beer appeal to male consumers?
- Could better-value products (eg ready-made popcorn) help increase consumption of salty snacks among socioeconomic group DE?
- How can soft texture, smaller packs, and special offers attract more consumers aged 55+ to the snacks category?

Although health claims are used by most product categories, this doesn't seem to be the case with salty snacks, which focus instead on indulgence and convenience.

Men, socioeconomic group DE, and senior consumers tend to prioritize different aspects of the category. For example, snacks that are positioned to be consumed in bars could appeal to men; consumers in socioeconomic group DE prioritize price; and consumption among seniors can be boosted with softer snacks and smaller packs. Considering the wide variety of products available in Brazil and the examples available in other markets, the local industry can meet demands by all different consumer groups of salty snacks.

The market of processed salty snacks in Brazil includes chips, peanuts/other nuts, and other types of snacks. Market size is based on sales in all retail channels, including direct sales.

Non-processed savory snacks are also mentioned in this report. They are savory snacks made of flour, potato, manioc, etc, either baked or fried.

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