

Pasta - Brazil - April 2014

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“Price increase in the category together with an increasing demand for healthier products has had a negative impact on the sales of pasta. The subcategories with the greatest potential for growth are whole-grain and fresh pasta, given consumers’ interest for these types of products.”

– Jean Manuel Gonçalves da Silva, Food Senior Analyst

This report looks at the following areas:

- What are the existing opportunities to boost sales of pasta and which category attributes are most valued by consumers?
- How can companies meet the demand for healthier products in the category?
- Which demographic groups are more likely to consume fresh pasta and what are the current opportunities for companies?
- What are the main consumption occasions of pasta and how can companies position their products to be consumed on special occasions?

While volume sales of pasta in Brazil have decreased from 2008-13, value sales have increased in the same period, to a total of R\$ 2.8 billion in 2013. The price increase of pasta made consumers turn to other food alternatives, mainly nonperishable food products, such as rice and beans, as well as meat.

In order to increase the category's revenues, companies have been expanding their product range, launching higher-priced products such as whole-grain, fresh, and premium dry pasta.

Whole-grain pasta could appeal to the 70% of consumers who would buy more pasta if there were more healthy versions available, as well as to the consumers who said they would like to include more whole-grain pasta products in their diet. Fresh pasta, on the other hand, could be positioned to be consumed on special occasions, taking into consideration the fact that only 11% of consumers said they eat pasta on special occasions.

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