

## Butter, Margarine and Cooking Oils - Brazil - April 2014

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"Margarine is seen by consumers as unhealthy, but this image could be changed by using olive oil, considered as an aspirational segment, not only because of its premium positioning, but also because it is perceived as a healthy product. Brazilian consumers are not aware of how versatile the category can be – companies need to focus on promoting different uses in cooking."

– Naira Sato, Senior Analyst

### This report looks at the following areas:

- How could margarine be perceived as a healthy category?
- Could mature markets of olive oil, such as the South-East, serve as an example for other regions?
- What are the needs of each specific target group in the margarine, butter, and cooking oil category?

### Definitions

#### Cooking oils:

The cooking oil market covers all types of processed cooking oils. Market size is based on retail sales. It includes olive oil (standard, virgin, extra virgin, and other types), processed cooking oils, as well as palm, sunflower seed, soy, canola, corn, and other types of cooking oils. It excludes oils preparations for salad and animal fat and/or solid fat.

#### Butter and margarine:

The butter and margarine market is formed by regular types of butter and margarine, as well as diet/light, to reduce cholesterol and butter & margarine blends. Market size is based on retail sales. It excludes animal fat/lard.

#### Gourmet:

Gourmet is considered in this report as high-quality/exclusive/sophisticated/premium food products or dishes.

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