

Yogurt and Yogurt Drinks - Brazil - September 2014

Report Price: £2466.89 | \$3995.00 | €3133.71

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"Despite the good performance of the yogurt category in Brazil, it is important to consider that major companies are continuously investing in new higher-priced products, such as functional and Greek yogurts."
- Naira Sato, Senior Analyst

This report looks at the following areas:

- How can consumption of Greek yogurt be increased in all Brazilian regions?
- Could consumption by Brazilians in socioeconomic group AB be increased through healthy attributes?
- Could yogurt be positioned more like a snack to be consumed at work?
- Could a wider variety of flavors, as well as more indulgent flavors, increase consumption of yogurt among Brazilian men?

One of the advantages of yogurt in Brazil is that it is seen as a healthy category by the majority of the population, and many people eat it a dessert or a quick snack – combining convenience with healthy attributes, which are very important in food categories. Functional yogurts, as well as Greek yogurts, have managed to increase their penetration among Brazilian consumers in the last few years, and it is expected that the Brazilian yogurt market will be driven by innovations in higher-priced products and new consumption habits.

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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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Could yogurt be positioned more like a snack to be consumed at work?

Could a wider variety of flavors, as well as more indulgent flavors, increase consumption of yogurt among Brazilian men?

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