

## Cooking Habits - Brazil - March 2016

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

The above prices are correct at the time of publication, but are subject to change due to currency fluctuations.



"With higher living costs, and lower incomes, Brazilians are expected to cook more often at home in order to save money. Health is still a priority for consumers, mainly those suffering from problems such as diabetes and hypertension. Companies could become allies of Brazilians, educating them to cook in a healthy and cost-effective way."

— Naira Sato, Food and Drink Analyst

This report looks at the following areas:

- Preference for healthy food can sustain the segment consumption
- Cooking at home can be fun and cost-effective
- Cooking in larger quantities can help Brazilians to save time

Brazil's economic performance indicates a difficult period for the Brazilian consumer, who is facing high inflation, increasing unemployment rates, and income reduction. The expectation is therefore that Brazilians are starting to cook more at home in order to cut back on eating out spending, an opportunity for companies to help them not only save money but also maintain healthier eating habits.

**BUY THIS  
REPORT NOW**

**VISIT:**  
[store.mintel.com](http://store.mintel.com)

**CALL:**  
EMEA  
+44 (0) 20 7606 4533

Brazil  
0800 095 9094

Americas  
+1 (312) 943 5250

China  
+86 (21) 6032 7300

APAC  
+61 (0) 2 8284 8100

**EMAIL:**  
[reports@mintel.com](mailto:reports@mintel.com)

**DID YOU KNOW?**

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

# Cooking Habits - Brazil - March 2016

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

The above prices are correct at the time of publication, but are subject to change due to currency fluctuations.

## Table of Contents

### Overview

Definition

### Executive Summary

Companies, brands, and innovation

Coconut could be marketed as a healthier alternative to some foods

The consumer

There is room to boost the consumption of organic food/products

Figure 1: Frequency of cooking at home, at least once a day, November 2015

Young consumers seek recipes that involve less cookware to wash

Figure 2: Important factors related to cooking, by age group, November 2015

Cooking is something that brings a strong family bond

Figure 3: Cooking habits, November 2015

Brands could help consumers to create leftover recipes

Figure 4: Attitudes toward cooking, November 2015

What we think

### Issues and Insights

Preference for healthy food can sustain the segment consumption

The facts

The implications

Cooking at home can be fun and cost-effective

The facts

The implications

Cooking in larger quantities can help Brazilians to save time

The facts

The implications

### The Market – What You Need to Know

Unemployment impacts the income of Brazilians

Climate, fuel, and the dollar influence the food prices

Brazilians suffer with diabetes and hypertension

### Market Drivers

With increasing unemployment, Brazilians see their incomes at risk

Food prices impact the purchasing habits of Brazilians

6.2% of Brazilian adults have diabetes and 21.4% have hypertension

### Key Players – What You Need to Know

Practical packaging could help consumers to save time

BUY THIS  
REPORT NOW

VISIT: [store.mintel.com](http://store.mintel.com)  
CALL: EMEA +44 (0) 20 7606 4533 | Brazil 0800 095 9094  
Americas +1 (312) 943 5250 | China +86 (21) 6032 7300  
APAC +61 (0) 2 8284 8100 |  
EMAIL: [reports@mintel.com](mailto:reports@mintel.com)

# Cooking Habits - Brazil - March 2016

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

The above prices are correct at the time of publication, but are subject to change due to currency fluctuations.

Coconut could be marketed as a healthier alternative to some foods

## Who's Innovating?

Opportunities to explore more practical packaging

Figure 5: New launches of "convenient" products in Brazil and in the US, 2015

Coconut: The healthy substitute

Figure 6: New launches of products with coconut\*, worldwide, 2011-15

## The Consumer – What You Need to Know

Natural ingredients are the most used for cooking

Healthy food is important, but convenience too

The habit of cooking is a family heritage for Brazilians

It is possible to save money with leftover meals

## Frequency of Cooking at Home

Products marketed as "shortcuts" for cooking can boost the consumption of processed ingredients

Figure 7: Types of ingredients used to cook, November 2015

There is an opportunity to bring more organic products/food to the kitchen of Brazilian consumers

Figure 8: Frequency of cooking at home, at least once a day, November 2015

Brands could encourage the habit of cooking at home in order to help young consumers to save money

Figure 9: Haven't cooked in the last three months, November 2015

## Important Factors Related to Cooking

Health is the most important factor when cooking

Figure 10: Important factors related to cooking, November 2015

TV programs can influence the cooking habits of AB consumers

Figure 11: Important factors related to cooking, by socioeconomic group, November 2015

Young consumers want recipes that involves little cookware to wash

Figure 12: Important factors related to cooking, by age group, November 2015

## Cooking Habits

Cooking is a habit that brings a strong family bond

Figure 13: Cooking habits, November 2015

Linking leisure activities to cooking habits could appeal to men

Figure 14: Cooking habits, by gender, November 2015

Exploring digital platforms to communicate new recipes

Figure 15: Cooking habits, by age group, November 2015

## Attitudes toward Cooking

Brands could help consumers to use leftovers for the next meal

Figure 16: Attitudes toward cooking, November 2015

It's possible to boost natural ingredients use among ABC1 consumers

Figure 17: Attitudes toward cooking, by socioeconomic group, November 2015

BUY THIS  
REPORT NOW

VISIT: [store.mintel.com](http://store.mintel.com)

CALL: EMEA +44 (0) 20 7606 4533 | Brazil 0800 095 9094

Americas +1 (312) 943 5250 | China +86 (21) 6032 7300

APAC +61 (0) 2 8284 8100 |

EMAIL: [reports@mintel.com](mailto:reports@mintel.com)

## Cooking Habits - Brazil - March 2016

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

The above prices are correct at the time of publication, but are subject to change due to currency fluctuations.

Recipes with fewer ingredients and/or preparation can appeal to men

Figure 18: Attitudes toward cooking, by gender and age group, November 2015

### Appendix – Definitions

#### Abbreviations

BUY THIS  
REPORT NOW

VISIT: [store.mintel.com](http://store.mintel.com)

CALL: EMEA +44 (0) 20 7606 4533 | Brazil 0800 095 9094

Americas +1 (312) 943 5250 | China +86 (21) 6032 7300

APAC +61 (0) 2 8284 8100 |

EMAIL: [reports@mintel.com](mailto:reports@mintel.com)