

Meat and Poultry - Brazil - March 2016

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

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“A key challenge for the market is the current economic crisis and high inflation, making meat and poultry products even more expensive for the Brazilian consumer. Consumers are eating less of most types of meat and poultry and one of the main reasons to cut back on consumption is high prices.”
– Andre Euphrasio, Research Analyst

This report looks at the following areas:

- Social media can be used to offset young consumers' concerns over ingredients and animal welfare
- Launching meat snacks to Brazilian consumers

Most types of meat and poultry products are suffering with the current economic crisis, with most of these being consumed less now than 12 months ago. Among the main reasons to cut back on consumption are high prices, along with more healthful lifestyles and consumers seeking to obtain protein from other sources, such as fish.

Experimenting with products containing all-natural ingredients, or ones that are preservative-free or organic are interesting strategies that can be adopted to capture new consumers and stave off any worries about unhealthfulness and target consumers trying to lose weight.

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DID YOU KNOW?

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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