

Consumer Attitudes to Organic Food - Brazil - October 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.



“The category of organic food/drinks enjoys a positive perception by consumers, who tend to think organic products are healthy, tastier, sustainable and transparent. The many positive qualities associated with organic food/drinks create vast opportunities for companies to develop the category even further in Brazil.”

– **Naira Sato, Food and Drink Specialist**

This report looks at the following areas:

The demand for organic food and drinks has been driven not only by the pursuit of more healthful lifestyles, but also by a greater concern by Brazilians about the type of food they consume. The lack of pesticides in organic products is an advantage compared to regular food/drinks. Another advantage of organic products is that it is easy to associate these with sustainable practices, which adds greater value to the products.

**BUY THIS
REPORT NOW**

VISIT:
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

DID YOU KNOW?

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

Consumer Attitudes to Organic Food - Brazil - October 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

There is a demand for more organic food and drinks

Getting the balance right between taste and healthful attributes

The consumer

Transparency can boost sales of organic baby food/drinks

Figure 1: Purchase of organic food/drinks, by category "Baby food (eg milk formula, supplementary food)" in households with children under three years old, June 2016

AB consumers buy organic products online the most

Figure 2: Purchasing channels of organic food/drinks, by "online supermarket," by socioeconomic group, June 2016

Organic products can stand out by highlighting taste

Figure 3: Reasons for purchasing organic food/drinks, June 2016

Companies can take advantage of "imperfect" fruit and vegetables

Figure 4: Attitudes toward organic food/drinks, June 2016

Claims associated with diabetes/hypertension can appeal to women aged 45+

Figure 5: Purchasing behavior "I read the product claims (eg vitamin fortified, strong bones) on the package," by gender and age group 45+, June 2016

What we think

Issues and Insights

Restaurants could benefit from offering more organic options

The facts

The implications

Companies can take advantage of blended drinks trend

The facts

The implications

Organic bread can be perceived as more nutritious

The facts

The implications

The Market — What You Need to Know

Markets and stores specializing in organic products are growing in Brazil

Organic products and sustainability

Pesticides in Brazil

Market Drivers

Search for health benefits drives the organic category in Brazil

Sustainable businesses help small producers

Pesticides in Brazil

**BUY THIS
REPORT NOW**

VISIT: 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

Consumer Attitudes to Organic Food - Brazil - October 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.

Key Players — What You Need to Know

- There is a demand for more organic food and drinks
- Getting the balance right between taste and healthful attributes

Who's Innovating?

- Brazilians want a greater variety of organic products
 - Figure 6: Percentage of launches with claim "organic," within the total categories of food and drink in Brazil, 2015-16
- Organic products manage to balance taste and healthful attributes

The Consumer — What You Need to Know

- Organic baby food and drink are appealing to Brazilian parents
- Online channel attracts socioeconomic group AB
- Opportunities to focus on superior taste of organic products
- The "imperfect" food trend
- Opportunity for organic products among women aged 45+

Purchase of Organic Food/Drinks by Category

- Opportunity to improve consumption of processed organic food
 - Figure 7: Purchase of organic food/drinks by category, June 2016
- Women show interest in buying more organic desserts and sweets
 - Figure 8: Purchase of organic food/drinks by category of "sweets/dessert (eg ice cream, chocolate)," by age and women, June 2016
- Transparency can boost sales of baby organic food
 - Figure 9: Purchase of organic food/drinks by category "baby food (eg milk formula, supplementary food)" in households with children under three years old, June 2016

Purchasing Channels of Organic Products

- Specialized stores can stand out with their personalized service
 - Figure 10: Purchasing channels of organic food/drinks, June 2016
- Free samples and products for special occasions influence male consumers' choice of purchasing channels
 - Figure 11: Purchasing channels of organic food/drinks, by gender, age range 16-34, in specialized shops, June 2016
- AB consumers are the ones who buy more organic products online
 - Figure 12: Purchasing channels of organic food/drinks "online supermarket," by socioeconomic group, June 2016

Reasons for Purchasing Organic Food/Drinks

- Taste: A differential factor for the organic category
 - Figure 13: Reasons for purchasing organic food/drinks, June 2016
- Loyalty programs could attract more male consumers to the organic category
 - Figure 14: Reasons for buying organic food/drinks, by statement "to take advantage of a special offer," by gender, June 2016
- Associating organic products with health factors and sustainability
 - Figure 15: Reasons for purchasing organic food/drinks, "I wanted to switch my food for a healthy alternative" and "They are more sustainable than regular food/drinks," by social class, June 2016

Attitudes toward Organic Food/Drinks

- Companies can take advantage of the "imperfect" food trend
 - Figure 16: Attitudes toward organic food/drinks, June 2016

BUY THIS
REPORT NOW

VISIT: 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

Consumer Attitudes to Organic Food - Brazil - October 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.

Social networks could be used more to inform consumers about the organic category

Figure 17: Attitudes toward organic food/drinks, by statement "I have little knowledge about food/drinks," by socioeconomic group, June 2016

Companies can help children and adolescents adopt healthful eating habits

Figure 18: "Organic food/drinks are more nutritious than regular ones," by age of children in the household, June 2016

Purchasing Behavior

Companies should highlight the word "organic" in their packaging

Figure 19: Purchasing behavior, June 2016

Claims related to diabetes/hypertension can attract women aged 45+

Figure 20: Purchasing behavior, by "I read the product claims (eg vitamin fortified, strong bones) on the package," by gender and age group 45+, June 2016

Information about origin of organic products could add more value to the category

Figure 21: Purchasing behavior, by statement "I check the product origin (country/region/city of origin) on the packaging," by age group, June 2016

Appendix – Abbreviations

Abbreviations

BUY THIS
REPORT NOW

VISIT: 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