

Snacking Consumption Habits - Brazil - February 2018

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“Health issues are a great influencer among consumers, who demand more healthful options both during and between meals. However, due to the fierce competition between different snacks categories, in addition to products that offer health benefits, it is essential to develop innovative products in terms of composition, flavor, convenience, and value.”

– **Marina Ferreira, Food and Drinks Specialist**

This report looks at the following areas:

- **Consumers concerned about sugar and salt content in snacks**
- **Consumers are still not used to checking snacks' nutritional table**

Snacking habits have been changing due to several factors: the quest for a more healthful diet, consumers' knowledge about their own dietary restrictions, and the rise of products with additional benefits. The economic recession has also forced consumers to rethink their habits.

This Report explores consumption occasions and consumers' attitudes and perceptions toward snacks. The goal is to help companies better understand the most effective way to market each segment and possible areas for innovation while keeping in mind the image that consumers already have about snacks.

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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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- Both sweet and savory options are attractive as a snack
- Chocolates and sweets can invest in sugar substitutes
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