

Cooking Habits - Brazil - October 2018

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"Saving money is one of the main motivations for Brazilians to cook at home. As Brazil faces an unfavorable economic scenario, affordable prices may be an important attribute for products."

– Ana Paula Gilsogamo, Food and Drink Analyst

This report looks at the following areas:

In order to sustain the consumers' interest and preference, however, brands need to offer something else, such as convenience and healthy ingredients for everyday recipes, and indulgence and innovation for special occasions.

- Unfavorable economic scenario should impact cooking habits
- Health concerns challenge the category to offer more healthful options
- Ready meals have the challenge of broadening consumption
- Restaurants and delivery services should bet on convenience

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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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