

# Snacking Consumption Habits - What Innovations Consumers Want & Opportunities for the Industry - Brazil - January 2019

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“One of the main challenges for the snacks market in the coming years is reducing salt and sugar content from products (due to legal requirements and consumer demand) while keeping an attractive taste.”

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

This report looks at the following areas:

- The agreement aimed at reducing sugar levels of industrialized food brings the challenge of developing tasty products
- Change in nutrition labeling can impact consumer behavior

Agreements signed by the industry with the government for the reduction of substances such as salt and sugar in food products, as well as the likely change in legislation on food labeling will affect companies and may also change the consumer behavior.

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Change in nutrition labeling can impact consumer behavior

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New proposal on nutrition labeling can change consumer behavior toward industrialized products

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Dollar oscillation requires attention from the snack market

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New proposal on nutrition labeling can change consumer behavior toward industrialized products

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Pharmacy chain launches its own brand of snacks that promises physical and emotional benefits

Brazil stands out with snacks made of cassava and other roots

Nestlé launches its first product using an innovative technique that reduces added sugar content

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Pharmacy chain launches its own brand of snacks that promises physical and emotional benefits

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Brazil stands out with snacks made of cassava and other roots

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Private transport vehicles can become a sales point for consumption of snacks on-the-go

Despite the high consumption of snacks among women, they are less likely to use subscription services

Snacks with the suggestion of consumption in specific situations can meet different demands of students throughout the day

Small-sized snacks can be promoted as part of a balanced diet among DE consumers

Snacks with flavors inspired by street foods have the potential to attract men

## Snacks Consumption

Fruits are favored as a snack, but consumption outside the home is still limited

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