

Eating Out Trends - Brazil - February 2019

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This report looks at the following areas:

- Food prices can impact eating out habits
- Health concerns should influence consumers' choices
- Restaurants have the challenge of attracting consumers

There has been an increase in consumer spending on eating out in Brazil in the last decades. The survey conducted for this Report shows, however, that 45% of consumers agree with the statement, "I'm choosing cheaper options," when asked how their eating out/takeout habits have changed in the last six months.

In addition to the economic factor, feeling insecure also impacts eating out habits. According to the survey, 17% of consumers are eating out less because they are worried about safety (eg at night, in an unsafe area). This is particularly relevant for restaurants and can be an influencing factor when it comes to using food delivery apps and services.



"There has been an increase in consumer spending on eating out in Brazil in recent years. However, the unfavorable economic scenario, the high prices, the expansion of delivery services, and the consumers' health concerns impose some challenges. The market has become more competitive, with a special focus on promotions, healthy attributes, and convenience."

– Ana Paula Gilsogamo, Food

and Drink Analyst
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- Fast food chains include healthier options on their menus
- Table service stimulates consumption at Chick-fil-A chain

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- Apps, restaurants, and events expand delivery services

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- Fast food chains include healthier options in their menus**

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