

Desserts & Sweets Consumption Habits - Exploring Indulgence in the Mindset of Consumers - Brazil - April 2019

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“As the initial discussion on being healthy or indulgent has passed, the category begins to realize there are many ways of providing healthy attributes and benefits to different types of consumers and consumption occasions without necessarily losing flavor. It is important to bear in mind, however, that many times the consumer wants, purely and simply, flavor and indulgence.”

– Ana Paula Gilsogamo, Food and Drink Analyst

This report looks at the following areas:

- High prices can impact the purchase of sweets and desserts
- The category has the challenge of following new regulations while meeting demands for healthy alternatives without losing flavor

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