

Meal Occasions – Brazil – May 2019

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This report looks at the following areas:

- High food prices should impact eating habits
- Brazilians are eating out more, but want cheaper options
- Smaller families trend can impact cooking habits
- The gender gap is still great when it comes to domestic tasks
- Food delivery apps and e-commerce services can affect eating habits

Beyond the issues of health concerns, convenience and price, there are many other opportunities to be explored by brands and companies taking into account the meal occasion and the consumer profile. Energy-boosting products and items that are easy to prepare can appeal to consumers during breakfast, while seasonable options can attract consumers interested in healthier alternatives. Consumers from Generation Z can be attracted by greater culinary diversity and other issues that have gained strength, such as environmental responsibility and waste control.



"In addition to price, healthy attributes and convenience are important influencing factors when it comes to meal occasions, especially on weekdays. There are many opportunities, therefore, to develop and offer options for lunch boxes, delivery services, easy-to-prepare meals and on-the-go products, shortening the gap between ingredients, food services and ready meals."

– Ana Paula Gilsogamo, Food

and Drink Specialist
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- Convenient, quick and easy-to-prepare products appeal to Brazilians
- Meal kits expand in the US and can be relevant in Brazil

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- **Young consumers consider important that meals last a long time**
- **Low price and reduced waste can appeal to Brazilians**

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