

Snacking Consumption Habits – Brazil – March 2020

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This report looks at the following areas:

- The category has the challenge of increasing snacking frequency
- Legal restrictions drive the category towards healthy options



"The snack category has been driven to focus on healthy options, whether through legal regulations or consumer demand. It is important, however, to keep in mind that one of its primary functions is to be convenient, thus it is essential to think about formats that offer convenience and quick consumption anywhere."

– Ana Paula Gilsogamo, Food and Drink Senior Analyst

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