

# Meat and Poultry: Processed, Non-processed and Alternatives – Brazil – March 2020

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## This report looks at the following areas:

- Price is the main barrier, especially for beef
- Adoption of meat restricted diets is a challenge for the category and an opportunity for meat alternatives
- Meat alternatives have the challenge of overcoming the barriers of price and taste



"Price and health concerns are the main reasons why Brazilian consumers are eating meat or meat alternatives less often. Brands and companies, therefore, need to be creative and find ways of offering affordable options that can be perceived as a treat, and remind consumers about the nutritional benefits of the category."

– Ana Paula Gilsogamo, Food and Drink Senior Analyst

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- The industry can invest in animal welfare to appeal to consumers
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- **Sadia invested in affordable options during end-of-year festivities**
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## MEAT AND MEAT ALTERNATIVES PURCHASE AND FORMATS

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