

August 2023

Vitamins, Supplements & OTC - Brazil

"The COVID-19 pandemic led to a greater prioritization of physical and mental health, which means that vitamins, supplements and OTCs have become essential items for maintaining healthy habits. As the wellness discussion broadens and includes issues such as hormonal and sexual health, manufacturers have the opportunity to develop innovations that ...

May 2023

Foodservice - Brazil

"The foodservice category was heavily impacted by the COVID-19 pandemic, but has managed to recover, and several chains are currently expanding operations. The main challenge now is rising prices, which have been forcing consumers to eat out less often and choose more affordable restaurants and dishes. Expanding the menu with ...

Food & Beverage Retailing - Brazil

"With more frequent visits and smaller purchases, retailers need to adapt to accommodate a larger number of customers and create a pleasant and practical environment, so consumers don't spend too much time inside the store. Consumers show interest in the use of technology, as well as in retailers that offer ...