

December 2018

Healthy Eating Trends - Brazil

"Brazilians have an interest in adopting and maintaining healthy eating habits, but there are some barriers to overcome, such as the high price of healthy products and the difficulty of identifying and finding these products. Despite that, consumers are willing to pay more for products with specific claims, such as ...

Meat and Poultry: Processed, Non-processed and Alternatives - Brazil

"Brazilian consumers have been more concerned about the quality and the brand of meat they buy, which is a result of the Operation Weak Meat, a police investigation into alleged corruption and tainted beef. As consumers have been more demanding, companies could invest in systems that track their productive chains ...

October 2018

Cooking Habits - Brazil

"Saving money is one of the main motivations for Brazilians to cook at home. As Brazil faces an unfavorable economic scenario, affordable prices may be an important attribute for products. In order to sustain the consumers' interest and preference, however, brands need to offer something else, such as convenience and ...