

September 2018

Vitamins and Supplements - Brazil

"Brazil's supplements market goes through a historic moment, with the implementation of a specific legislation for the sector. The new rules should help raise the perception of quality and safety of the products, whose benefits will be scientifically proven. Manufacturers, however, should be aware they will need to redouble ...

Bread and Baked Goods - Brazil

"Brazil's bread and baked goods market has two main challenges: the consumers' health concerns and the high prices that hinder growth in volume. Brands, therefore, could invest in more healthful and higher-value-added options, such as whole-grain products free from gluten and based on alternative flour. In addition, brands could invest ...