

October 2013

Cheese - Brazil

“The cheese category in Brazil enjoys high penetration. However, this is mainly more traditional types of cheese, such as mozzarella. In addition to price this difference in consumption is due to the lack of awareness among consumers of special types of cheese; however, this situation can be overturned with tasting ...

September 2013

Eating Out Trends - Brazil

“Regardless of different consumer profiles and types of establishments, the biggest challenge faced by the foodservice sector in Brazil seems to be achieving a balance between convenience (related to time) and quality (related to ingredients used), superiority of taste, and, in some cases, healthy aspects of food.”

August 2013

Fast Food - Brazil

“Consumption of fast food in Brazil is extensive with nearly one in two Brazilians consuming this type of food. Major fast food chains can follow the lead of snack bars and use attributes typical of traditional Brazilian food to create more opportunities.”