

January 2014

Supermarkets and Hypermarkets - Brazil

“The food retail sector has benefitted more than most from social and economic changes in Brazil. Consumer demands have started to evolve, and food retailers have had to adapt their formats to satisfy these. Some formats (such as convenience stores and mini-markets) have grown in importance, while others (mainly larger ...

June 2013

Changing Eating Habits - Brazil

“Consumers are increasingly searching for convenience, either because they are pressed for time or because they prioritize tasks other than cooking. This is creating growing demand for products that make cooking easy, such as ready meals and ready-to-cook meals, but also for on-the-go products and for fast food restaurants.”

Soup - Brazil

“While three in four Brazilians eat soup, they do so infrequently. The most popular type of soup is homemade, which is consumed more frequently. Companies could make the soup category more attractive to consumers by exploring satiety and attributes normally associated with homemade meals. Convenience is also seen to be ...