

January 2022

Cooking Habits - Brazil

“High prices and tight budgets are the main motivators for consumers to cook at home. This has also led them to adapt their cooking and eating habits in search of cheaper options. Solutions that do not make everyday meals more expensive and that offer greater convenience and added health benefits ...

November 2021

Healthy Eating Trends - Brazil

“Many Brazilians have tried to adopt healthy eating habits in the last two years. In 2020, the main motivation was achieving physical and mental/emotional wellbeing, while in 2021 it has been weight management. The economic recession and rising food prices have forced consumers to balance their diet and budget ...

October 2021

Vitamins, Supplements & OTC - Brazil

“The COVID-19 pandemic has led Brazilian consumers to worry more about their health, which has generated a great opportunity for the category of vitamins and supplements. Other issues brought about by the pandemic, such as stress and anxiety, have encouraged the search for OTC medicines that tackle these conditions, as ...

August 2021

Food & Beverage Packaging Trends - Brazil

“Brands and companies have had to deal with new demands and requirements when it comes to food and drink packaging. Due to the COVID-19 pandemic, food and drink packaging has gained a more important role; that is, providing greater safety and protection for consumers. Packaging is also a fundamental part ...

June 2021

Emerging Flavors and Ingredients - Brazil

“In general, Brazilians are pretty open to exploring new flavors and ingredients and used to do this mainly when they ate away from home. With the pandemic and the growing habit of cooking at home, consumers are experimenting with new ingredients and taking the opportunity to test new products in ...

Snacking Consumption Habits - Brazil

“After a year since the beginning of the COVID-19 pandemic, many Brazilians have been experiencing impacts on physical and mental health. This has motivated them to consume healthier snacks as a way to take care of their physical health and also to consume indulgent snacks that provide stress relief and ...

April 2021

Desserts & Sweets Consumption Habits - Brazil

“Due to the COVID-19 pandemic, a little more than a third of Brazilians have started eating sweets and desserts less frequently, driven by health concerns, household income reduction and the impossibility of visiting foodservice outlets. On the other hand, eating sweets and desserts has become a way of dealing with ...

Food & Beverage Retailing - Brazil

“Despite being one of the few categories that have had significant growth during the COVID-19 pandemic, food and beverage retailers have faced several challenges during this period to adapt to new consumer demands for safety, hygiene, convenience and affordable prices. In the coming years, the tendency is for these demands ...

March 2021

Foodservice - Brazil

“Due to the challenges imposed by the COVID-19 pandemic, the foodservice industry needed, and still needs, to reinvent itself. In addition to a quick adaptation to delivery services and to new consumer routines, the category also needs to deal with tighter household budgets. Making sure its processes meet expectations regarding ...