

December 2017

Healthy Eating Trends - Brazil

“Brazilians are gradually adopting healthy eating habits. However, despite the intention to limit the intake of salt, sugar, meat and carbohydrates, for example, the majority of consumers still don’t want to radically change their behavior. In this scenario, brands need to understand what consumers expect in terms of healthy eating ...

Yogurt - Brazil

“Brazil’s yogurt market has been affected by the economic recession and high production costs. However, the perception of yogurt as a healthful ingredient can be a good way to overcome the crisis. The category can gain space by expanding its portfolio of products, offering convenient options for different consumption occasions ...

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Cheese - Brazil

“The market of cheese is maturing in Brazil. In recent years, it has felt the impact of the economic recession and the high production costs, with a drop in retail sales in volume, so in this scenario is important to educate consumers, showing them new possibilities of consumption. Products with ...

Cookies and Crackers - Brazil

“Almost all Brazilians consume cookies and crackers. In order to increase consumption, especially among older people, companies should invest in innovation, particularly in new flavors and ingredients (such as vegetables and grains), as well as natural products with high fiber content. Products for breakfast and consumption on-the-go may also expand ...