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### Butter, Margarine and Cooking Oils - Brazil

“Brazilian consumers consider the healthy properties of butter, margarine, and cooking oil as important. Margarine is seen as unhealthy, but this image could be changed by using olive oil, in order to project a healthier image. Olive oil is considered as an aspirational segment, not only because of its premium ...

### Pasta - Brazil

“Price increase in the category together with an increasing demand for healthier products has had a negative impact on the sales of pasta. The subcategories with the greatest potential for growth are whole-grain and fresh pasta, given consumers’ interest for these types of products.”

### Food and Drink Retailing - Brazil

“The food and drink retailing sector in Brazil is highly competitive and dynamic. Brazilian towns everywhere are dotted with all types of outlets, ranging from hypermarkets to small bakers. Retailers must cater to demanding customers both in the local neighbourhood shops and in the more distant hypermarkets, and place emphasis ...