

March 2016

Cooking Habits - Brazil

"With higher living costs, and lower incomes, Brazilians are expected to cook more often at home in order to save money. Health is still a priority for consumers, mainly those suffering from problems such as diabetes and hypertension. Companies could become allies of Brazilians, educating them to cook in a ...

February 2016

Bottled Water - Brazil

"The bottled water market continues to grow as an increasing number of consumers are transitioning to healthier lifestyles. Health and sustainability are important factors that the brands in the category can associate themselves with, in order to have an advantage over competitors in the long run.