

May 2022

Ice Cream - Brazil

"Brazilian consumers are very interested in innovations in the ice cream category and at the same time very loyal to their favorite brands. Therefore, ice cream brands must continue to invest in innovation to keep consumers' attention and meet their demands for healthier and more affordable products."

March 2022

Snacking Consumption Habits - Brazil

"The new routine imposed by the COVID-19 pandemic favored the consumption of snacks, leading to a sales growth in the category. After two years of pandemic, health and economic concerns have generated changes in consumer behavior, as they have been trying to reduce snack consumption to control calorie intake and ...

February 2022

Cheese - Brazil

"The cheese category still has plenty of room to innovate in the Brazilian market, but consumers' tight budget and conservative taste are a significant barrier, as they favor familiar and smooth flavors, avoiding expensive non-essential products that may not please them. Plant-based cheese still has a long way to go ...