

**November 2022****Alcoholic Drinks Consumption Habits - US**

“As the restrictions imposed by the COVID-19 pandemic come to an end, Brazilian consumers seem ready to resume social gatherings – even if at home, for economic reasons. In addition, higher-quality drinks seen as more sophisticated have gained space in the market, which indicates that most consumers prioritize quality over ...

**August 2022****Milk and Milk Alternatives - Brazil**

“Although milk is an essential item in the Brazilians’ diet, consumption has been negatively impacted by frequent price surges. To reinforce its value, marketers need to highlight the category’s nutritional importance and invest in greater diversification in terms of healthiness, indulgence and cost. For milk alternatives, price and the perception ...