

January 2022

Non-alcoholic Drinks Consumption Habits - Brazil

“Brazilians have migrated to cheaper types and brands of non-alcoholic beverages due to the serious economic crisis. Brands must offer more economical options for the consumer without leaving aside health and sustainability, central issues for the food and drink categories nowadays.”

– Laura Menegon, Junior Research Analyst

November 2021

Healthy Eating Trends - Brazil

“Many Brazilians have tried to adopt healthy eating habits in the last two years. In 2020, the main motivation was achieving physical and mental/emotional wellbeing, while in 2021 it has been weight management. The economic recession and rising food prices have forced consumers to balance their diet and budget ...