

July 2022

Beer - Brazil

“Brazilians have been more careful when it comes to alcohol consumption, which has boosted the interest in beers with healthier attributes. Money-saving is another key factor that has made more than half of beer consumers change their drinking habits.”

– **Laura Menegon** – Food and Drink Analyst

Foodservice - Brazil

“Brazil’s foodservice category has been one of the most impacted by the COVID-19 pandemic and now faces the challenges brought by high food prices and low purchasing power. In this context, the category needs to offer a positive experience regardless of the sales channel – delivery, take away, drive-thru or ...

June 2022

Juice - Brazil

“The juice market has benefited from consumers’ search for a healthier lifestyle, though the economic crisis pushed preferences toward more affordable brands and categories. The category must offer more economical options without forgetting good health, the main consumption driver.”

– **Laura Menegon**, Food and Drink Analyst