

January 2014

Baby Food and Drink - Brazil

"Similar to trends seen in adult food categories, Brazilian parents are looking for convenient and healthy foods for their children. While homemade baby food remains the most popular day-to-day choice, processed baby food products can leverage their positioning as convenient as a unique selling point."

Supermarkets and Hypermarkets - Brazil

"The food retail sector has benefitted more than most from social and economic changes in Brazil. Consumer demands have started to evolve, and food retailers have had to adapt their formats to satisfy these. Some formats (such as convenience stores and mini-markets) have grown in importance, while others (mainly larger ...

November 2013

Bread and Baked Goods - Brazil

"Despite challenges regarding distribution and display of packaged sliced bread in bakeries, they are the most promising sales channel in the North and North-East regions, given the fact that bakeries are the most popular purchasing channels of bread among consumers in these regions."

October 2013

Cheese - Brazil

"The cheese category in Brazil enjoys high penetration. However, this is mainly more traditional types of cheese, such as mozzarella. In addition to price this difference in consumption is due to the lack of awareness among consumers of special types of cheese; however, this situation can be overturned with tasting ...

September 2013

Eating Out Trends - Brazil

"Regardless of different consumer profiles and types of establishments, the biggest challenge faced by the foodservice sector in Brazil seems to be achieving a balance between convenience (related to time) and quality (related to ingredients used), superiority of taste, and, in some cases, healthy aspects of food."

August 2013

Fast Food - Brazil

“Consumption of fast food in Brazil is extensive with nearly one in two Brazilians consuming this type of food. Major fast food chains can follow the lead of snack bars and use attributes typical of traditional Brazilian food to create more opportunities.”

June 2013

Changing Eating Habits - Brazil

“Consumers are increasingly searching for convenience, either because they are pressed for time or because they prioritize tasks other than cooking. This is creating growing demand for products that make cooking easy, such as ready meals and ready-to-cook meals, but also for on-the-go products and for fast food restaurants.”

Soup - Brazil

“While three in four Brazilians eat soup, they do so infrequently. The most popular type of soup is homemade, which is consumed more frequently. Companies could make the soup category more attractive to consumers by exploring satiety and attributes normally associated with homemade meals. Convenience is also seen to be ...

April 2013

Table Sauces and Seasonings - Brazil

“Table sauces and seasonings have high penetration among Brazilian consumers, but the consumption frequency varies across products, as it is common for people to use table sauces and seasonings that they are more familiar with. Therefore, there are opportunities in this market to increase consumption frequency by encouraging consumers to ...

Prepared Meals - Brazil

“Despite prepared meals being used by 80% of consumers, they are not considered by Brazilians as an option for frequent consumption. Their price is high; they can cost twice or even three times more than homemade meals. Strategies that target low-income consumers can support sales growth. Meanwhile, given the still ...

January 2013

Cookies and Crackers - Brazil

“The cookies category has high penetration among Brazilian consumers. According to the consumer research, 85% of Brazilians say they eat cookies or crackers.

Ice Cream - Brazil

“The ice cream category in Brazil needs to start associating the product with ‘healthy’ claims through the use of different Brazilian fruits as ingredients. Another key thing is to find a way to end the seasonal consumption of ice cream. Highlighting the ‘natural’ aspects of fruit, it is possible to ...