

December 2018

Healthy Eating Trends - Brazil

"Brazilians have an interest in adopting and maintaining healthy eating habits, but there are some barriers to overcome, such as the high price of healthy products and the difficulty of identifying and finding these products. Despite that, consumers are willing to pay more for products with specific claims, such as ...

Meat and Poultry: Processed, Non-processed and Alternatives - Brazil

"Brazilian consumers have been more concerned about the quality and the brand of meat they buy, which is a result of the Operation Weak Meat, a police investigation into alleged corruption and tainted beef. As consumers have been more demanding, companies could invest in systems that track their productive chains ...

October 2018

Cooking Habits - Brazil

"Saving money is one of the main motivations for Brazilians to cook at home. As Brazil faces an unfavorable economic scenario, affordable prices may be an important attribute for products. In order to sustain the consumers' interest and preference, however, brands need to offer something else, such as convenience and ...

September 2018

Vitamins and Supplements - Brazil

"Brazil's supplements market goes through a historic moment, with the implementation of a specific legislation for the sector. The new rules should help raise the perception of quality and safety of the products, whose benefits will be scientifically proven. Manufacturers, however, should be aware they will need to redouble ...

Bread and Baked Goods - Brazil

"Brazil's bread and baked goods market has two main challenges: the consumers' health concerns and the high prices that hinder growth in volume. Brands, therefore, could invest in more healthful and higher-value-added options, such as whole-grain products free from gluten and based on alternative flour. In addition, brands could invest ...

May 2018

Ice Cream - Brazil

"After years of decline, the ice cream market should grow again in 2018, so brands need to be prepared to meet consumers' demands, which have changed. In order to do so, brands can invest in unique textures and flavors that add value to products and help improve customer loyalty, as ...

April 2018

Salty Snacks - Brazil

“Brazil’s salty snacks market has been growing in terms of value, but has been suffering consecutive falls in volume. Companies should adapt to consumers’ demand for healthier products, and at the same time offer more affordable options, especially in times of economic recession. The market also needs to be aware ...

March 2018

Desserts & Sweets Consumption Habits - Brazil

“Despite growing health concerns related to food and drinks consumption, indulgence and flavor are still the most important attributes for the desserts and sweets category. When consuming these products, Brazilians are eager to find a moment of pleasure that improves their mood and emotional well-being.”

– Ana Paula Gilsogamo ...

Snacking Consumption Habits - Brazil

“Health issues are a great influencer among consumers, who demand more healthful options both during and between meals. However, due to the fierce competition between different snacks categories, in addition to products that offer health benefits, it is essential to develop innovative products in terms of composition, flavor, convenience, and ...