

January 2017

Healthy Eating Trends - Brazil

“Brazilians already seem aware that healthy eating contributes not only to weight loss, but also to good general health. There is an interest in products that contribute to both physical health (such as those that help with muscle development) and mental wellbeing (such as stress relief). In addition, healthy eating ...

December 2016

Supermarkets and Hypermarkets - Brazil

“The grocery retail world is quite competitive and operators that can offer new products and services will certainly stand out and get ahead of the competition.

November 2016

Sugar and Gum Confectionery - Brazil

“Candies and gums are frequently consumed in the country but volume consumptions are decreasing. One of the challenges is finding ways to reduce the sugar and artificial ingredients used, common to the products in the category, and create healthier varieties.

October 2016

Consumer Attitudes to Organic Food - Brazil

“The category of organic food/drinks enjoys a positive perception by consumers, who tend to think organic products are healthy, tastier, sustainable and transparent. The many positive qualities associated with organic food/drinks create vast opportunities for companies to develop the category even further in Brazil.”

– Naira Sato ...

August 2016

Bread and Baked Goods - Brazil

"The belief that freshly baked bread is better and tastier than packaged bread is widespread, creating opportunity for in-store bakeries and putting pressure on brands to find new ways to deliver even better fresh products. Consumers are interested in bread and baked goods that are freshly baked in-store by their ...

June 2016

Ice Cream - Brazil

"Brazilians may have been reducing the consumption of ice cream, but innovations help to maintain the market growth in value. It is possible to boost the products relevance simply filling category gaps, with new formats, flavors etc., and looking for opportunities in other sectors."

– Naira Sato, Food and ...

March 2016

Cooking Habits - Brazil

"With higher living costs, and lower incomes, Brazilians are expected to cook more often at home in order to save money. Health is still a priority for consumers, mainly those suffering from problems such as diabetes and hypertension. Companies could become allies of Brazilians, educating them to cook in a ...

Meat and Poultry - Brazil

"A key challenge for the market is the current economic crisis and high inflation, making meat and poultry products even more expensive for the Brazilian consumer. Consumers are eating less of most types of meat and poultry and one of the main reasons to cut back on consumption is high ...

February 2016

Salty Snacks - Brazil

"In 2015 most of the food and drink categories suffered with the inflation increase in Brazil, including the salty snacks category. However salty snacks have an opportunity to keep its place in the consumer shopping basket by positioning itself as a convenient and healthy food".

– Naira Sato, Food and ...