

June 2017

Meal Occasions - Brazil

“Despite being cheaper, consumers also cook at home in order to eat healthier and control what goes into their dishes. Brands could step in and educate Brazilians on how to cook in a healthy and cost-effective way.

May 2017

Ready Meals - Brazil

“Consumers continue to desire home-cooked meals but without the inconvenience of long preparation times. Meal kits can help boost the ready meal category as consumers can still use them to cook from scratch but spending less time.

Brazil’s ongoing economic struggles suggest that more manufacturers need to create reduced or ...

April 2017

Vitamins and Supplements - Brazil

“Vitamin, mineral, and supplement brands can benefit from reminding consumers of how, despite their best efforts, they may be falling short with nutrition, but can turn to these products for a solution.

Blurring with food and drink as well as using healthy and natural ingredients in product formulations can also ...