

December 2014

Sugar and Gum Confectionery - Brazil

“The Brazilian sugar and gum confectionery market is highly concentrated, with the top five operators accounting for more than 90% of the sales by volume and by value. However, the biggest share of new product launches comes from smaller companies, showing that the sugar confectionery market is highly fragmented in ...

September 2014

Yogurt and Yogurt Drinks - Brazil

This report will help you to uncover opportunities and understand the key issues affecting your market. How? By giving you instant access to analysis and critical recommendations. It will also challenge routine thinking by providing fresh, new perspectives that energizes your thought processes.

Meat and Poultry - Brazil

“Brazil produces large amounts of animal protein, most of which is consumed within the country. Although fresh meat and poultry are widely consumed in the country, their processed equivalents still have much space to grow, especially when compared to other developed countries. Brazilians like their meat fresh and to cook ...

August 2014

Eating Out Trends - Brazil

“It is important for the out-of-home food sector to steer away from market ‘truths’ and look for hidden opportunities. If everyone believed in clichés, such as ‘women prefer to eat more healthy food, compared to men,’ ‘young consumers only eat on the cheap,’ ‘restaurants only need to offer ...

April 2014

Butter, Margarine and Cooking Oils - Brazil

“Brazilian consumers consider the healthy properties of butter, margarine, and cooking oil as important. Margarine is seen as unhealthy, but this image could be changed by using olive oil, in order to project a healthier image. Olive oil is considered as an aspirational segment, not only because of its premium ...

Food and Drink Retailing - Brazil

“The food and drink retailing sector in Brazil is highly competitive and dynamic. Brazilian towns everywhere are dotted with all types of outlets, ranging from hypermarkets to small bakers. Retailers must cater to demanding customers both in the local neighbourhood shops and in the more distant hypermarkets, and place emphasis ...

Pasta - Brazil

“Price increase in the category together with an increasing demand for healthier products has had a negative impact on the sales of pasta. The subcategories with the greatest potential for growth are whole-grain and fresh pasta, given consumers’ interest for these types of products.”

March 2014

Salty Snacks - Brazil

“Although health claims are used by most product categories, this doesn’t seem to be the case with salty snacks, which focus instead on indulgence and convenience. The microwave popcorn segment is becoming increasingly popular among Brazilian consumers, showing how the convenience of microwave ovens is contributing to the growing consumption ...

February 2014

Chocolate Confectionery - Brazil

“Governmental pressure on the chocolate industry to make their products healthier or reduce portion sizes is likely to increase given the cost of obesity. A proactive approach in this respect can help brands to stay ahead of the “state stick” and avoid being targeted. This also has the potential to ...