

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 ...