

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 ...