

September 2017

Bread and Baked Goods - Brazil

“The bread and baked goods market has challenges regarding flavor perception and, more important, the health issue. In addition to offering more healthful products, one strategy for boosting consumption and overcoming high prices could be broadening the range of products with new attributes, such as convenience, new flavors, greater control ...

August 2017

Eating Out Trends - Brazil

“It is important that restaurants continue investing in innovation, both in the menu and its environment, to maintain consumers’ interest and build loyalty. Actions that improve the cost-benefit of eating out can be more important than promotional prices.”