



Desserts & Sweets Consumption Habits - Brazil - February 2021

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This report looks at the following areas:

- How the COVID-19 pandemic has changed sweets and desserts consumption
- Consumption occasions by type of sweet and dessert
- Perceptions about different types of sugars and sweeteners
- Interest in sweets and desserts

The COVID-19 pandemic has brought many challenges for Brazilian consumers in general, leading many to increase their consumption of sweets and desserts as a way of dealing with anxiety. This movement has created opportunities for extremely indulgent products and those that offer mental health benefits. In addition, as many consumers have spent more time at home, snacking occasions during the day have also increased, favoring sweets and desserts that are sold in small portions. On the other hand, healthy eating habits have gained greater priority for a large number of Brazilians, which can be a barrier for the category. Products with healthy ingredients and sweeteners can stand out. Furthermore, the economic recession continues to impact household incomes. Responding to this, consumers have adopted the habit of preparing sweets and desserts at home as a way to save money, opening an opportunity for products that help consumers in the preparation process.



“Due to the COVID-19 pandemic, a little more than a third of Brazilians have started eating sweets and desserts less frequently, driven by health concerns, household income reduction and the impossibility of visiting foodservice outlets.”

– Laura Menegon, Food and Drink Junior Analyst

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- New flavors and formats help brands perform better during the pandemic**
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- Fruit cream has potential as a nighttime snack**
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- Refined sugar can be replaced by other products of similar palatability**
- Sweets and desserts that can be eaten by pets and their owners may appeal to consumers**
- Young men allow themselves more indulgence**
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