

Cooking Habits - Brazil - 2023

Report Price: £3265 | \$4495 | €3940

The above prices are correct at the time of publication, but are subject to change due to currency fluctuations.

This report looks at the following areas:

- Top cooking ingredients
- Changes in ingredients use
- Cooking on a budget
- Time saving resources when cooking
- Cooking habits by meal
- Attitudes and habits towards cooking at home

Brazilians continue to favor cooking at home for economic reasons. The slight fall in inflation has offered some relief to Brazilians, making it easier to purchase categories that had been absent from the shopping list. The return to face-to-face work has left less free time for cooking, leading consumers to invest in products that are more practical and quicker to prepare.



“The inflation slowdown has allowed consumers to purchase ingredients that had been cut from the shopping basket, even though they are still looking to save money. Brazilians continue to favor the consumption of home-cooked meals, increasing the demand for ingredients and kitchen utensils.”

– Laura Menegon, Food and Drink Analyst, Latam

Buy this report now

Visit store.mintel.com

EMEA +44 (0) 20 7606 4533

Brazil 0800 095 9094

Americas +1 (312) 943 5250

China +86 (21) 6032 7300

APAC +61 (0) 2 8284 8100

The above prices are correct at the time of publication, but are subject to change due to currency fluctuations.

Table of Contents

OVERVIEW

- What you need to know
- Key issues covered in this Report
- Definition

EXECUTIVE SUMMARY

- Market Overview
- Analyst outlook
Figure 1: Analyst outlook for the cooking habits category, August 2023
- Challenges
- Black and brown consumers have less access to fresh fruit and vegetables
- Breakfast is the least likely meal to be consumed at home
- Opportunities
- Functional claims could win over egg consumers
- Healthiness can be an important differentiator for condiments and sauces, especially for older consumers
- AI can help cooks discover recipes faster and save time and money

MARKET DRIVERS

- Food-at-home prices fall in 2023, driving deflation in the first half of the year
- Supermarket sales grow in the first half of the year
- Women are still mainly responsible for cooking at home

KEY PLAYERS

- Companies and brands
- Sadia renews the packaging of all its products and includes a QR code that directs consumers to experiences and recipes
Figure 2: New Sadia packaging
- Cepêra presents new range of grains and vegetables in Tetra Recart packaging
Figure 3: Cepêra’s pre-cooked beans and vegetables
- Camil creates double pack with rice on one side and beans on the other
Figure 4: Promotional packaging for Camil’s rice and beans
- After completing acquisition of Hemmer, Kraft Heinz Company expands portfolio with new sauce flavors
Figure 5: Heinz’s sauce launches in the second half of 2023

What's included

Executive Summary
Full Report PDF
Infographic Overview
Powerpoint Presentation
Interactive Databook
Previous editions

Did you know?

This report is part of a series of reports, produced to provide you with a more holistic view of this market.

All Mintel 2020 reports contain specific COVID-19 related research and forecasts. The world’s leading brands rely on Mintel reports for the most complete, objective and actionable market intelligence.

Buy this report now

Visit	store.mintel.com
EMEA	+44 (0) 20 7606 4533
Brazil	0800 095 9094
Americas	+1 (312) 943 5250
China	+86 (21) 6032 7300
APAC	+61 (0) 2 8284 8100



The above prices are correct at the time of publication, but are subject to change due to currency fluctuations.

- **Castelo Alimentos launches popcorn sauce**
Figure 6: Castelo popcorn sauce
- **Gallo launches a line of peppers**
Figure 7: New Gallo Olive Oil-based Jalapeño Pepper
- **Philips Walita promises to revolutionize the kitchen with new range of air fryers**
Figure 8: New range of Philips Walita air fryers
- **Case study**
- **Misfits Market makes a profit by selling food discarded by traditional retailers and buys out its main competitor**
Figure 9: Basket of products from Misfits Market

TOP COOKING INGREDIENTS

- **Use of meat and eggs grows as the economy improves; cheaper cuts and small portioned formats could boost consumption**
Figure 10: Top cooking ingredients, 2023
Figure 11: Ready-to-cook burgers
Figure 12: Meat skewers
Figure 13: Meat cuts in individual/small packaging
- **Industry can play a central role in improving access to fruits and vegetables among black and brown consumers**
Figure 14: Top cooking ingredients – Fresh fruits/vegetables, by race/ethnicity, 2023
Figure 15: Packaged vegetables with economical positioning and easy preparation/consumption, Brazil, 2023
- **Dairy products category can highlight versatility**
Figure 16: Top cooking ingredients, by consumers who have purchased more versatile ingredients, 2023
Figure 17: Recipes with milk and dairy products on the Nestlé website
Figure 18: Itambé’s campaign

CHANGES IN INGREDIENTS USE

- **Use of eggs as an ingredient has increased, and functional claims can boost competitiveness in the segment**
Figure 19: Changes in ingredients use – Eggs, 2023
Figure 20: Eggs with functional claims
- **Sweet ingredient brands can explore senses other than taste to offer a comforting experience**
Figure 21: Changes in ingredients use – Sweet ingredients, 2023

What's included

Executive Summary
Full Report PDF
Infographic Overview
Powerpoint Presentation
Interactive Databook
Previous editions

Did you know?

This report is part of a series of reports, produced to provide you with a more holistic view of this market.

All Mintel 2020 reports contain specific COVID-19 related research and forecasts. The world’s leading brands rely on Mintel reports for the most complete, objective and actionable market intelligence.

Buy this report now

Visit	store.mintel.com
EMEA	+44 (0) 20 7606 4533
Brazil	0800 095 9094
Americas	+1 (312) 943 5250
China	+86 (21) 6032 7300
APAC	+61 (0) 2 8284 8100



The above prices are correct at the time of publication, but are subject to change due to currency fluctuations.

Figure 22: Products for preparing sweets with elements that refer to relaxation

COOKING ON A BUDGET

- **Brands can promote content with recipes for easily frozen dishes to encourage the use of their products**
Figure 23: Cooking on a budget, 2023
Figure 24: Video on freezing food, Camil, 2022
Figure 25: Publication on freezing food, Caldo Bom
- **Ready-made sauces and condiments can invest in healthy credentials to attract consumers aged 55+**
Figure 26: Cooking on a budget – Selected items, by age group, 2023
Figure 27: Sauces and condiments with healthy attributes

TIME SAVING RESOURCES WHEN COOKING

- **Brands can capitalize on social media trends by launching products that make it easier to prepare emerging recipes**
Figure 28: Time saving resources when cooking, 2023
Figure 29: Kerrygold line of flavored butters, US, 2023
Figure 30: Products positioned as good components of cold cuts boards
- **Specific ingredients for oven preparations can attract AB consumers**
Figure 31: Time saving resources when cooking – Selected item, by socioeconomic group, 2023
Figure 32: Publication about recipes prepared in the oven, Liv Up
Figure 33: Section of the Panelinha website with recipes prepared in the oven
Figure 34: Food designed to be prepared in the oven
- **AI tools can help cooks with basic skills search for recipes more quickly**
Figure 35: Time saving resources when cooking – Selected item, by cooking skills, 2023
Figure 36: Recipe suggested by ChatGPT with selected ingredients
Figure 37: Cooking-focused artificial intelligence ChefGPT

COOKING HABITS BY MEAL AND ATTITUDES AND HABITS TOWARD COOKING AT HOME

- **Breakfast is the least likely meal to be consumed at home**
Figure 38: Cooking habits by meal – Breakfast, 2023
Figure 39: Receitaria’s overnight oats recipes

What's included

Executive Summary
Full Report PDF
Infographic Overview
Powerpoint Presentation
Interactive Databook
Previous editions

Did you know?

This report is part of a series of reports, produced to provide you with a more holistic view of this market.

All Mintel 2020 reports contain specific COVID-19 related research and forecasts. The world’s leading brands rely on Mintel reports for the most complete, objective and actionable market intelligence.

Buy this report now

Visit	store.mintel.com
EMEA	+44 (0) 20 7606 4533
Brazil	0800 095 9094
Americas	+1 (312) 943 5250
China	+86 (21) 6032 7300
APAC	+61 (0) 2 8284 8100



The above prices are correct at the time of publication, but are subject to change due to currency fluctuations.

- Figure 40: Ready-to-eat cereal range with instant milk powder
- **Devices that reduce the use of fat are growing; consumers want new recipes**
Figure 41: Attitudes and habits towards cooking at home, 2023
Figure 42: 'Airfryer is Life' e-book
Figure 43: Airfryer recipes with Vapza products
 - **Cooks with advanced skills are more willing to use healthier ingredients**
Figure 44: Attitudes and habits towards cooking at home – Selected item, by cooking skills, 2023
Figure 45: Premium cooking ingredients with a healthy profile

APPENDIX – ABBREVIATIONS

What's included

Executive Summary
Full Report PDF
Infographic Overview
Powerpoint Presentation
Interactive Databook
Previous editions

Did you know?

This report is part of a series of reports, produced to provide you with a more holistic view of this market.

All Mintel 2020 reports contain specific COVID-19 related research and forecasts. The world's leading brands rely on Mintel reports for the most complete, objective and actionable market intelligence.

Buy this report now

Visit	store.mintel.com
EMEA	+44 (0) 20 7606 4533
Brazil	0800 095 9094
Americas	+1 (312) 943 5250
China	+86 (21) 6032 7300
APAC	+61 (0) 2 8284 8100



About Mintel

Mintel is the **expert in what consumers want and why**. As the world's leading market intelligence agency, our analysis of consumers, markets, product innovation and competitive landscapes provides a unique perspective on global and local economies. Since 1972, our predictive analytics and expert recommendations have enabled our clients to make better business decisions faster

Our purpose is to help businesses and people grow. To find out how we do that, visit **[mintel.com](https://www.mintel.com)**.