

Yogurt - Brazil - December 2012

Scope and Themes



“The yogurt market has recently experienced a significant development. From 2010-11, the category grew by 4% in total volume. Also, when it comes to penetration, Mintel’ survey reveals that 74% of the population in Brazil reported consuming the category. This percentage is even higher than in the U.S., for example, where 55% of the population consumes yogurt.”

– Sheila Salina, Research Analyst

In this report we answer the key questions:

- How is the new emerging middle class of the country influencing the yogurt market and what are the expectations for this demand?
- What is the current status of the category in the Brazilian market and what are the possibilities for increasing the consumption frequency?
- What are the opportunities for yogurts with functional claims, considering ANVISA (Sanitary Surveillance Agency) requirements on functional foods?
- Healthy eating with natural and homemade ingredients, as well as sustainable manufacturing, are strong consumer trends. How can the category benefit from these concepts?
- Why are liquid yogurts the focus of recent releases?
- Can promotional campaigns oriented to modern moms generate unexpected sales results? How can brands attract the interest of mothers and children at the time of purchase?

This study includes liquid yogurts, natural yogurts, and spoonable varieties. Categories of dairy beverages or fermented milk, dairy desserts, and petit suisse are not included in this report. or pots.

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DID YOU KNOW?

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

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