

## Eating Out Trends - Brazil - July 2014

Report Price: £2466.89 | \$3995.00 | €3133.71

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“It is important for the out-of-home food sector to steer away from market ‘truths’ and look for hidden opportunities. If everyone believed in clichés... we would be blind to new opportunities in the Brazilian foodservice sector.”

— Naira Sato, Senior Analyst

This report looks at the following areas:

- Could more indulgent and convenient breakfast options be more appealing to women?
- Will the arrival of American restaurant chains impact out-of-home food consumption of young Brazilians?
- Are Brazilian restaurants prepared to welcome parents with babies and small children?
- Do "by kilo" restaurants appeal to AB consumers?

Although high inflation and high interest rates had a negative impact on the foodservice sector in Brazil last year, it is expected that the market will grow in the next few years with the opening of new American restaurants in the country. Dining out venues need to get ready now for when the sector starts showing high growth rates again and good opportunities are everywhere.

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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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Will the arrival of American restaurant chains impact out-of-home food consumption of young Brazilians?  
Are Brazilian restaurants prepared to welcome parents with babies and small children?  
Do "by kilo" restaurants appeal to AB consumers?

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