

## Salty Snacks - Brazil - March 2015

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

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"The salty snacks category has great potential to continue growing in the country, both from consumers' and the industry's point of view. This is because consumers are increasingly pressed for time, prioritizing quick foods, such as salty snacks, and the industry, influenced by sporting events taking place in Brazil, is compelled to invest more in production and product innovation in the category."

— Naira Sato, Food and Drink Analyst

This report looks at the following areas:

- It is possible to increase consumption of peanuts/other nuts by socioeconomic group AB?
- How can salty snacks stand out in the "afternoon snack" consumption occasion?
- How can women aged 16-24 be influenced to see salty snacks more as a healthy option?
- Are there opportunities to increase consumption of salty snacks with sauces/dips?

Different flavors of salty snacks, affordable price, and healthy attributes could boost consumption of the category by different groups of Brazilian consumers.

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Santa Helena

Dori

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