

Eating Out Trends - Brazil - August 2015

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"The economic downturn has already started affecting Brazilian's eating out habits, but more than focusing on price alone, it is important that the foodservice sector is aware that low price does not necessarily guarantee consumers' loyalty. Many consumers consider eating out as a leisure activity, a way to get out of their usual routines."

- Naira Sato, Senior Analyst

This report looks at the following areas:

- Could AB consumers increase their frequency of ordering takeouts, with the availability of quicker delivery options and healthy meals?
- Could women be more attracted to visit a restaurant based on their dessert menu?
- Are consumers aged 55+ worried about what they eat and drink?
- Could loyalty programs help keep consumers in times of economic downturn?

There are opportunities in the market to keep Brazilian's interest in eating out, for example, through innovation in dishes (more healthy options and desserts), faster service, and loyalty programs.

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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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