

## Snacking Consumption Habits - Brazil - March 2017

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"The snacking habit is becoming increasingly stronger among Brazilians, mainly due to the fact that they are constantly looking for ways to save time. They end up eating snacks as a way to satiate their hunger between meals, and sometimes as a meal replacement."

– **Naira Sato, Food and Drink Specialist**

This report looks at the following areas:

- Meals sold in smaller packs are snack alternatives to consumers with no children at home
- Healthy sweet biscuits can be positioned for afternoon consumption
- Light snacks can be positioned for evening consumption

The habit of consuming snacks is increasingly present in the daily lives of Brazilians, indicating to the industry that there are new consumption occasions to be explored. As discussed in this Report, the perception of Brazilians is that many categories of foods and drinks can be considered as snacks. However, the reasons behind snack consumption are different depending on the time of day. Therefore, it is possible to better target the consumption of each snack.

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Meals sold in smaller packs are snack alternatives to consumers with no children at home

The facts

The implications

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The facts

The implications

Light snacks can be positioned for evening consumption

The facts

The implications

### The Market – What You Need To Know

Inflation and unemployment impact consumption

Increase of health problems creates demand for products healthier

### Market Drivers

Inflation and unemployment benefits impact purchasing power

More than half of the population is overweight

Hypertension creates demand for products with less sodium content

Pressure to reduce sugar content

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## Companies, Brands and Innovation – What You Need To Know

- Opportunities for chocolate as a snack
- Opportunities for salty biscuit as a snack

## Who's Innovating?

Chocolates can be more appealing as snacks

Figure 6: Percentage of releases of chocolates with claims more, less and functional\*, the total releases of the category of chocolates, Brazil, 2016

Salted biscuits can explore claims differentiated as snacks

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## The Consumer – What You Need To Know

- Positioning cereal bars for children
- Helping AB consumers to stay healthy with indulgent snacks
- Brazilians who work are eating more snacks
- Snacks can be positioned as options to satiate hunger
- Meat snacks appeal to male consumers

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- Brands can educate consumers on healthy habits related to snacks

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## Appendix – Abbreviations

Abbreviations

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